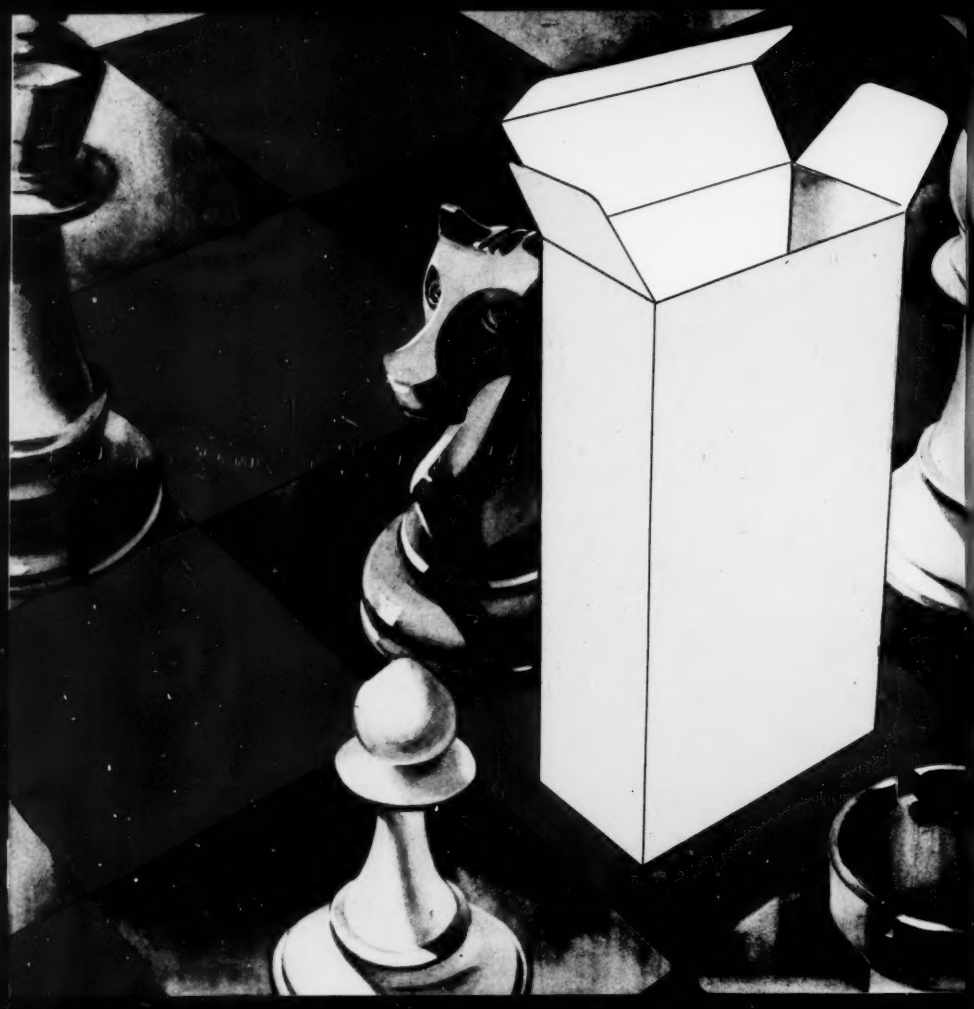

MODERN PACKAGING
USE A CLEAN BRUSH
AS GOOD AS THE NAME
BRUSHES
COVER THE EARTH
For a Satisfactory
WAYS USE THE RIGHT BRUSH
FLEISCHMANN'S
DOGS
OTHER ANIMALS
OLD FASHIONED
JOHNSTON'S
HOME MADE CANDIES
FANCY
AS PARAGUS
MARCH 1934



Play your package for all it's worth . . .

To class your package as a mere cover for your product, is to overlook its capacity for moulding consumer opinion.

Modern merchandising strategy dictates that the package must embody those features of appearance and appeal to which the present-day consumer is partial.

This organization is eminently qualified to help you convert your present package into a decisive pawn in your merchandising offensive.

BROOKS & PORTER, Inc.
304 HUDSON STREET • NEW YORK

CREATIVE STYLISTS AND MANUFACTURERS OF FOLDING CARTONS, COUNTER AND WINDOW DISPLAYS

BEFORE-DINNER SPEECHES



● After-Dinner Speeches are frequently reprinted in the newspapers . . . or quoted by friends and brother club-members. Not so the Before-Dinner Remarks of a weary husband.

Tired of office routine or factory clatter, he comes home to lose himself in his favorite chair and evening paper, sustained in the thought, "I won't be called upon tonight."

But friend-wife needs, and asks for, help at the dinner table. There is a jar to be opened. Three-quarters of an hour later, with collar wilted and dignity upset wrestling with a balky top, he'll probably explode, "Unaccustomed as I am, BUT . . . blankety-blank-blank * * * xyz !! ? ! "

Such speeches are seldom repeated . . . never reprinted. Yet no one can deny their effect upon the sales of packaged products which inspire them.

Avoid such possibilities. Seal your packages with the Phoenix Compo Cap . . . the closure which carries its own opener.

PHOENIX METAL CAP CO.

METAL CAPS FOR GLASS PACKAGES

OFFICES: CHICAGO, 2444 West Sixteenth Street; BROOKLYN, 3720 Fourteenth Avenue; PHILADELPHIA, 1601 Fox Theatre Building; BOSTON, 131 State Street; CLEVELAND, 1109 Guardian Building; CINCINNATI, 607 American Building; ST. LOUIS, 5820 Itasca Street; SAN FRANCISCO, 200 Davis Street; LOS ANGELES, 765 Stanford Avenue.

Applied Science Department

MODERN PACKAGING

MARCH 1934 • VOL. 7 • NUMBER 7

CHARLES A. BRESKIN—General Manager. D. E. A. CHARLTON—Editor. PERRY H. BACKSTROM—Eastern Advertising Manager. ALAN S. COLE—Western Manager. A. Q. MAISEL—Production Manager. R. C. MacDOUGALL—Circulation Manager.

Contents

The New Tomorrow 57
Plus Improvements—In Liquor Closures 58
Designing to Sell "From the Package" 60
Influencing the Doctor's Selection 61
By Willard F. Deveneau
As It Seemed to Us 64
The 1933 All-American Twelve 65
The Proof of the Pudding 82
They Brought Style and Sales to the Package 84
Product Seeing Is Quality Believing 88
Editorially Speaking 90
The Business of Packaging—III 92
By Francis Westbrook
Pakaging Show Baedeker 98
Package Identification and Protection 102
By Waldon Fawcett
Two Billboards for One 104
The Fibre Can Steps Forward 106
Editorial Correspondence 110
Five Pages of New Packages 112
Here and There in the Packaging Industry 122
Moving Soup With Movies 124
Machinery—Supplies 126
Protecting Candy Freshness 135
Index to Advertisers 150

Illustrations in complete color of each of the 1933 All-America Cup Winners, together with information concerning the awards, appear on pages 65 to 80, inclusive, of the special insert included with this issue. This is printed in offset, on special linen finish stock, by the Intensograph process.

An opportunity to check up on package performance will be found on page 82. Winners of last year's All-America awards record their sales experience with the selected packages.

On page 98 of this issue will be found the program of the Package Conference meetings, also lists of exhibitors, their representatives and brief summaries of exhibits shown at the Exposition.

A375057

Breskin & Charlton Publishing Corporation, 425 Fourth Ave., New York, N. Y. Telephone Ashland 4-0655. Western Office, 221 N. LaSalle St., Room 617, Chicago, Ill. Telephone Randolph 6336. Subscription $5.00 per year. Canadian, $7.00. Foreign, $6.00. Published on the fifteenth of each month. Also publishers of Packaging Catalog and sponsors of the Permanent Packaging Exhibit. Copyright 1933 by Breskin & Charlton Publishing Corporation. Published in U. S. A. All rights reserved. Price this issue, $1.00 per copy.

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As Smooth and Quiet as a Flowing Stream

ST. LOUIS PUBLIC LIBRARY
SEP 30 1953

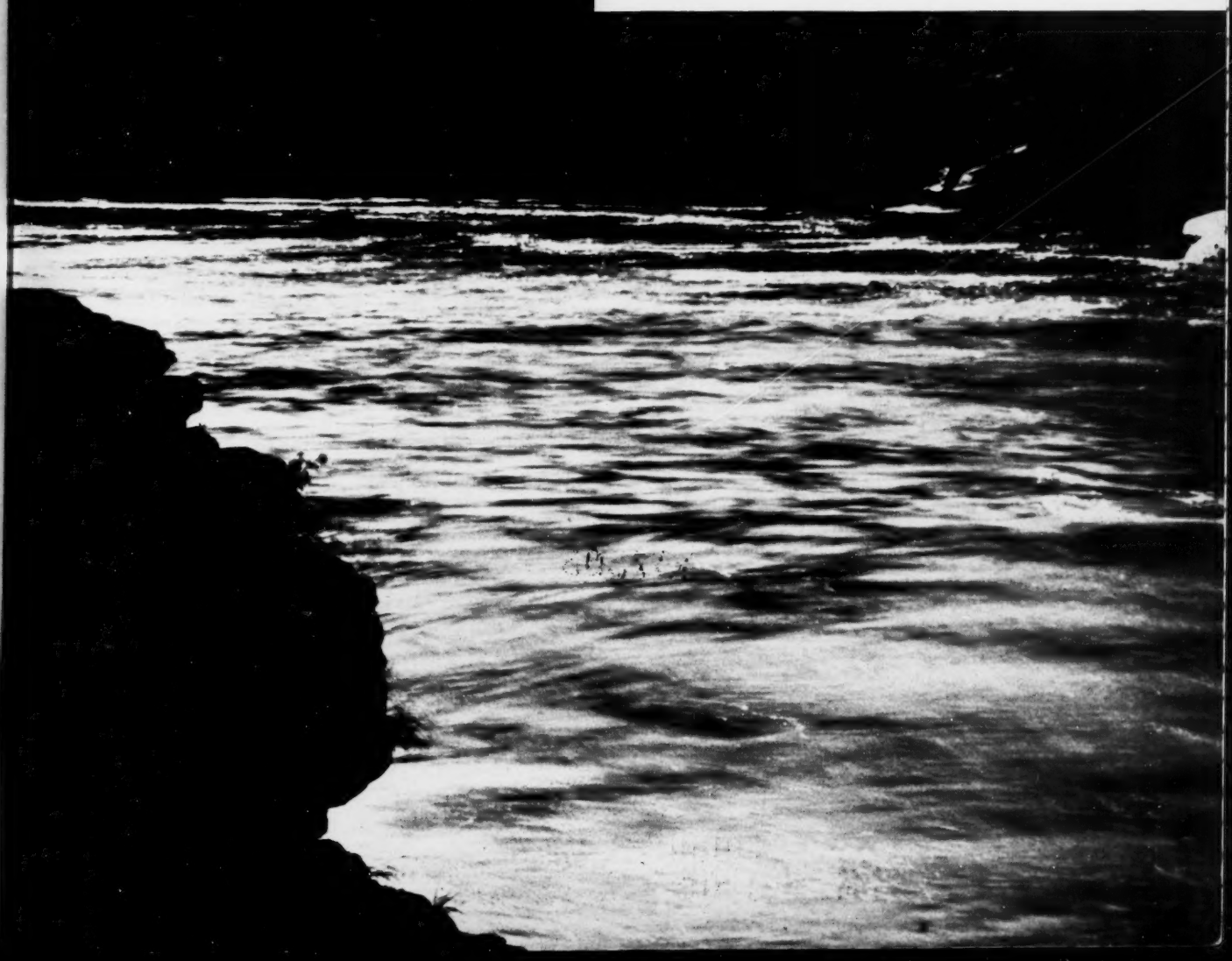
● That is how effortless the REDINGTON Continuous Loading CARTONER seems to operate. No clatter—no bang—no grind—no unsightly swinging arms—and no cams. Truly tomorrow's job. ● Your product, whether collapsible tube or bottle or jar or safety razor blades or whatever you place in a carton, can be handled at about any practical speed—loading being accomplished at one-fifth the operating speed. ● Write for full details. Ask us to tell why we believe the Redington Continuous Loading Cartoner is the "Most Complete and Perfect Cartoner yet." ● Send a sample of your cartoned product.

F. B. REDINGTON CO. (Est. 1897)
110-112 So. Sangamon St., Chicago, Ill.

REDINGTON

Continuous Loading

CARTONERS





PROTECTION AND BEAUTY MUST GO TOGETHER

KVP
FOOD PROTECTION PAPERS

¶ There is no profit in a package that looks "like a million dollars" if it delivers its contents in poor condition. ¶ Beauty is not enough. ¶ If this company claims any one thing above others, it claims to know food protection problems and their answers in terms of food protection papers. ¶ You are urged to make use of our Research Laboratory, whose services are available to you without cost or obligation.

KALAMAZOO VEGETABLE PARCHMENT CO.
PARCHMENT (KALAMAZOO COUNTY) MICHIGAN

dionge

Your Package ~

A Voice Telling:

The story of your industry and initiative.

Your ideas and ideals.

The growth, romance, and progress that have actuated your business and given your product fame.

These things—symbolized in a paper of the color and design you like—are like a good drink to a thirsty man; they put new life into your product.

And with so little trouble to you. Just fill in and return the form below or call us at WOrth 2-1426. The service is offered you free of charge.

I am interested in a Trade-Marked paper for my product and would appreciate suggestions from your Styling Department.

*Name*_____

*Address*_____

*City & State*_____

LOUIS DEJONGE & CO.

NEW YORK **CHICAGO** **PHILADELPHIA**

69 Duane Street

Raised Printing by
The Hanograf Corp., 22 Thames Street, New York, N. Y.
Raised Printing Specialists

FOR BOX AND PACKAGE LABELING



The most dependable and satisfactory LABELING METHOD

The McDonald labeler offers the simplest, the most direct and the most satisfactory method for applying end seals on packages and for strip labeling attached to sides and covering ends to furnish a final, more complete seal of the box or container.

AT THE 4TH PACKAGING EXPOSITION
See the Pneumatic Scale Corp. exhibit, Booth No. 107

It is more satisfactory because it applies the labels differently—with a more direct and positive method than any other machine. Pickers are not used to transfer the label from magazine to container as in other methods. The magazine itself deposits the label on the package. Consequently the labels are always accurately registered.

There is a McDonald employing this exclusive, neat and speedy principle for any type of labeling job you may require. Write for information and recommendations.

NRA WE DO OUR PART

PNEUMATIC SCALE PACKAGING MACHINERY

PNEUMATIC SCALE CORPORATION, LTD., 71 NEWPORT AVENUE, QUINCY, MASS. (NORFOLK DOWNS STATION)

Branch Offices in New York, 117 Liberty Street; Chicago, 360 North Michigan Avenue; San Francisco, 320 Market Street
Melbourne, Victoria; Sydney, N. S. W. and Trafalgar House, No. 12 Whitehall; London, England



Like all Sheffield Tubes

a prize winner!

THE recognition of the Campana Italian Balm tube as the All America prize winner is a fitting climax to years of recognition for Sheffield tubes—recognition, by manufacturers, of the qualities to be found only in tubes made by the New England Collapsible Tube Company.

If your product can profit by a perfectly designed, perfectly executed collapsible tube—if uniformity and freedom from spoilage are important to you—if it is essential that your package be of a quality equal to that of your product—place your tube problem before the New England Collapsible Tube Company.

The New England Collapsible Tube Company

MAKERS OF SHEFFIELD PROCESSED TUBES

NEW YORK
500 FIFTH AVE.

•

NEW LONDON
CONNECTICUT

•

CHICAGO
3132 S. CANAL ST.





Do you find your product in a prize winning package?

Campana does

This carton of modern distinction is representative of our unusual capacity to create indispensable sales appeal and to produce the ultimate in quality. These unusual qualities reproduced on such high grade board have resulted in a blue ribbon carton.

★

ILLINOIS CARTON AND LABEL CO.
ELKHART INDIANA
CHICAGO — DES MOINES — NEW YORK CITY

Boxboard by The American Coating Mills, Inc., Elkhart, Ind.

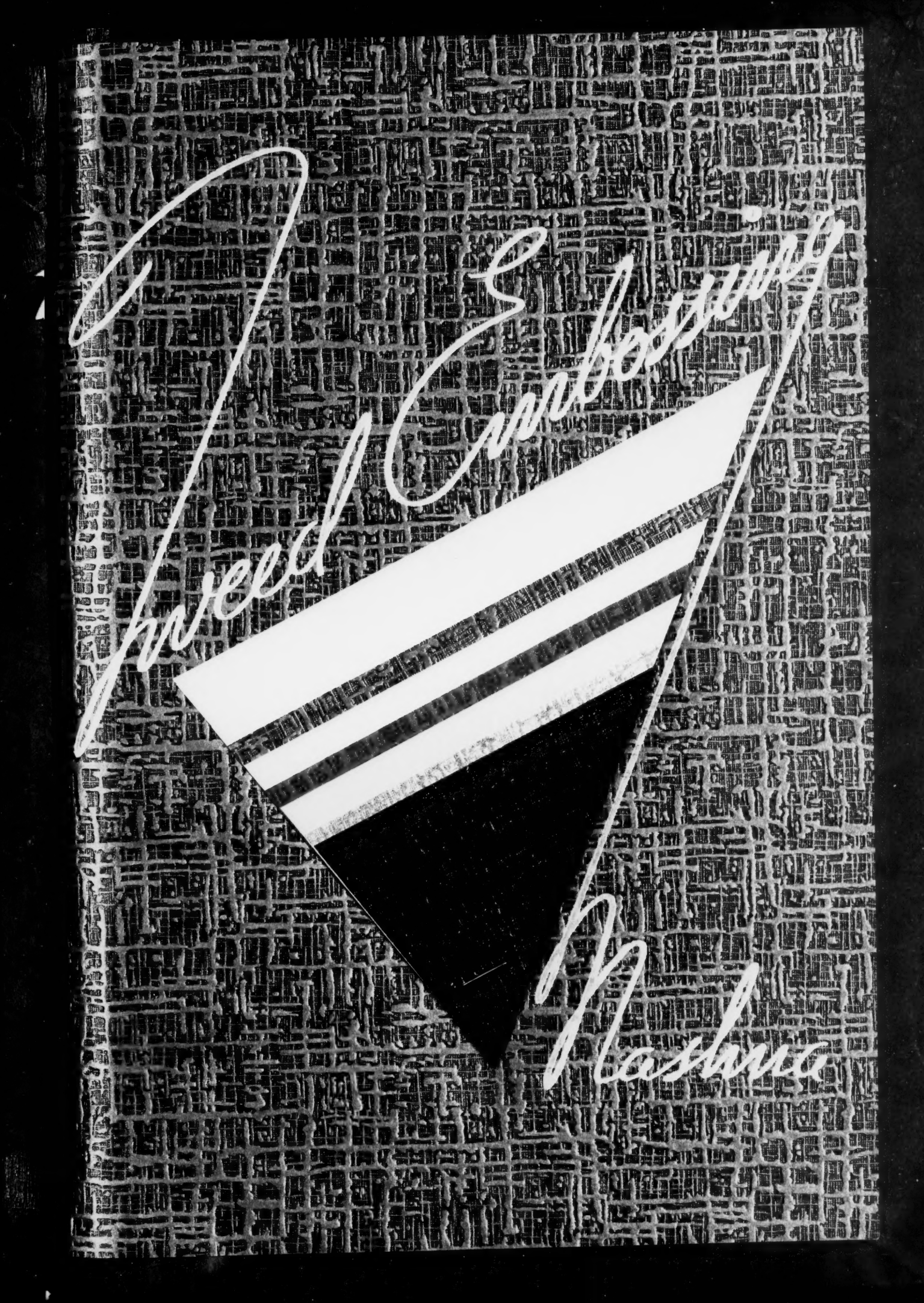


The greatest names in industry testify to the superiority of CaPeM *and* HOEPNER *machines*

THE companies listed above, among the largest and most progressive packagers in America, have consistently called upon Consolidated for the solution of their various weighing, measuring, filling and capping problems. Many of the greatest advances in packaging machinery of the last 30 years have been made by Consolidated engineers in meeting these particular problems. The wealth of experience, of patents, of plans which have thus been gained, is available to you today, either along the regular lines of CaPeM and HOEPNER equipment or in the direction of special production machinery designed to meet special packaging needs.

CONSOLIDATED PACKAGING MACHINERY COMPANY

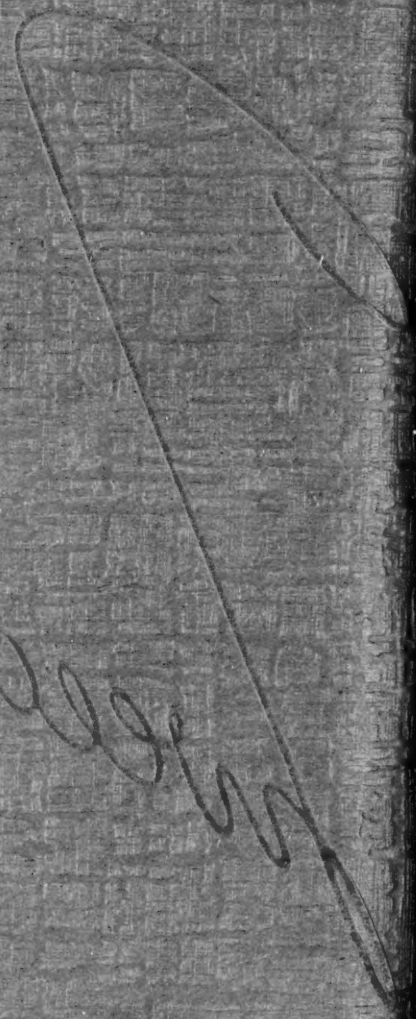
1400 WEST AVENUE BUFFALO, N. Y.


Need Cash
Now?

Tweed Embossed

remotely resembles a tweed weave and is strikingly effective as these samples demonstrate. Other colors are available. Complete line of samples upon request. The Nashua line of 4,000 effects in box covering papers is available through your box manufacturer.

NASHUA GUMMED & COATED PAPER CO.
NASHUA, NEW HAMPSHIRE



The other side of this sheet is stamped with *Glofoil*, highest non-tarnish rating, clean release with minimum of brushing, not critical as to temperature. Write for test samples of *Glofoil*, a Nashua product.





QUALITY ON THE OUTSIDE—THAT DENOTES QUALITY ON THE INSIDE

Wraps for wine and liquor bottles... not only dress up the package and protect the label...but they add immeasurably to the quality appeal of the product.

Wrapped bottles have a sales advantage. Dealers show them in counters and windows...for the distinctive appearance of brightly colored, well imprinted wraps... forms excellent retail display material.

NRA MEMBER U.S. WE DO OUR PART

Brand and Company name can be strongly identified with the purchaser. Myracol wraps—made to rigid standards of excellence—are available in a wide range of types and colors—plain or printed.

Write today for samples on these quality-denoting, sales-building Myracol wraps. They are only one member of the big Pioneer line of packing and packaging materials.

Packaging Materials Division
PIONEER PAPER STOCK COMPANY 442 W. Ohio St. CHICAGO

Myracol

QUALITY WRAPS FOR WINE AND LIQUOR BOTTLES

The only firm tre

IN MODERPA

ALL AMERICA TWELVCO

WINNER
FIBRE CANS
•
REVERE COPPER
AND BRASS, Inc.



Both manufac

AMERICAN CANC

230 PARK AVENUE

t receive 2 awards

R PACKAGING'S
L COMPETITION, 1933

WINNER
METAL CANS
•
STANDARD BRANDS, Inc.



nufactured by

N COMPANY

CANCO

NEW YORK CITY

BUILT TO LAST A LIFETIME

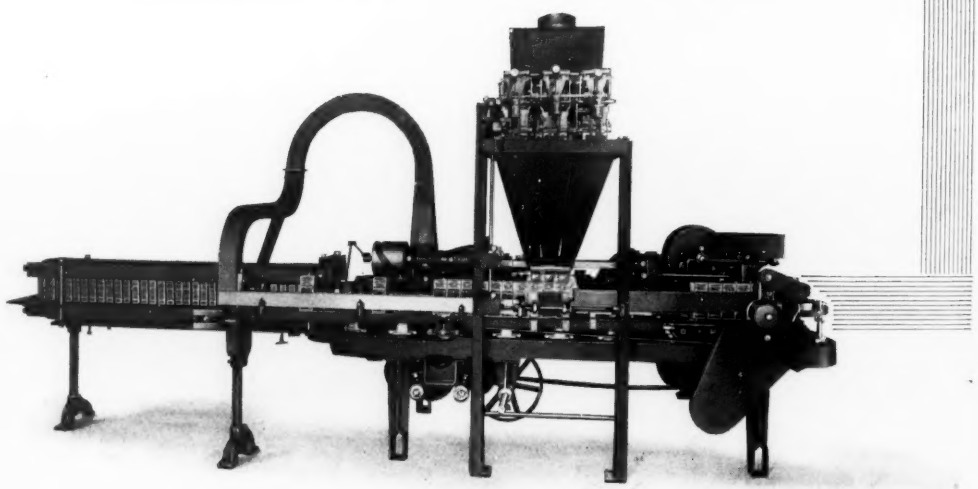


PACKOMATIC AUTOMATIC CONTAINER SEALER

This full automatic unit receives filled cases from a conveyor, opens bottom outer flaps, closes top inner flaps, spreads adhesive, folds the flaps, and discharges the cases between compression belts.

Rapidly adjustable for different size cases.

Furnished for any desired speed up to 25 or more cases per minute.



PACKOMATIC CARTON SEALING AND WEIGHING MACHINE

Top and bottom carton sealer with automatic multiple type net weigher. This unit produces 60 or more packages per minute. The weights are commercially accurate, cartons tightly sealed, and only one operator is required.

MACHINES
for all
PACKAGING PURPOSES

—AUTOMATIC—

Carton Forming machines
Carton Sealing machines
Net type Weighers
Gross type Weighers
Volumetric Fillers
Carton Lining machines
Wax Wrapping machines
Coupon Folders and Feeders
Labeling machines
Container Sealing machines

—SEMI-AUTOMATIC—

Carton Sealing machines
Net type Weighers
Gross type Weighers
Volumetric Fillers
Cellophane Wrapping machines

PACKOMATIC ENGINEERS ARE AT YOUR SERVICE IN SOLVING ANY PACKAGING PROBLEMS—NO OBLIGATION.

PACKOMATIC

PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Branch Offices: NEW YORK CLEVELAND SAN FRANCISCO

Certainly— use a Krause Label



KRAUSE labels invariably serve to make a package stand forth with the fullest attractiveness on display and in use.

RICHARD M. KRAUSE INC.

52 E. 19th ST. NEW YORK

Cup Winning Entry in Family Group



It is with pride that we show this display as several of the above labels were lithographed by us for Kingan & Co.

The Michigan Lithographing Company invites manufacturers who are re-designing their labels, wraps or advertising literature to utilize the services of its staff of experienced designers and artists.

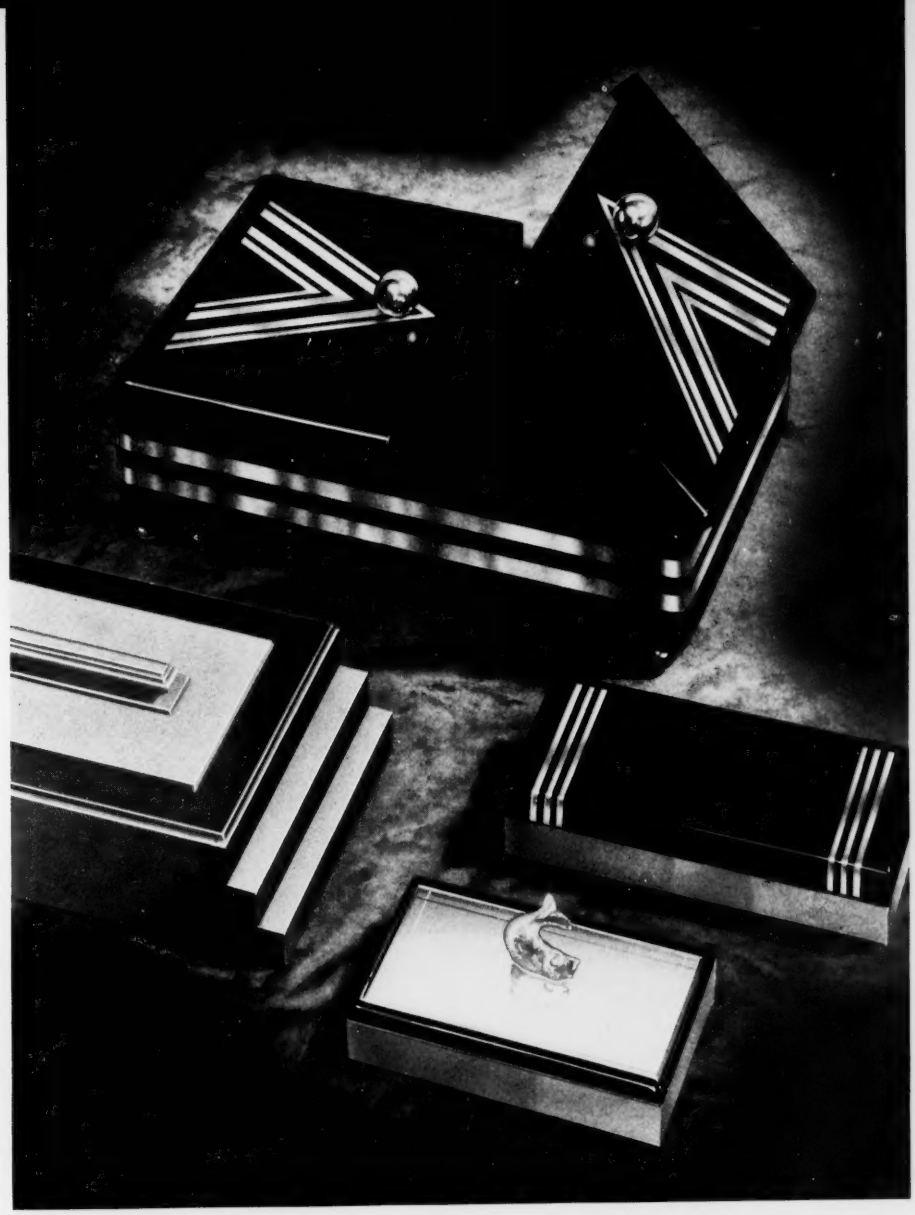
LABELS • PACKAGE WRAPPERS • DISPLAYS • BROADSIDES • COMPLETE PLANNING AND ART DEPARTMENT • FOLDERS • LABELS • PACKAGE WRAPPERS

LABELS • DISPLAYS • FOLDERS

MICHIGAN LITHOGRAPHING COMPANY
GRAND RAPIDS MICHIGAN

LABELS • DISPLAYS • FOLDERS

COMPLETE PLANNING AND ART DEPARTMENT • LABELS • PACKAGE WRAPPERS • DISPLAYS • BROADSIDES • FOLDERS • COMPLETE PLANNING AND ART DEPARTMENT



YOU TOO

SHOULD SEE THESE *Beautiful* PILLIOD *Containers* . . . .

Beauty and utility added to package design contribute value that is reflected in increased sales and profit.

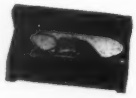
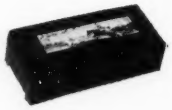
We have developed packages in many attractive shapes, smart finishes and dashing color combinations. They're the kind of packages that make you look twice.

Perhaps we can aid you in solving your packaging problem. Why not write us for information or call at Booth 132, during the Fourth Packaging Exposition, Astor Hotel, March 13th to 16th.



PILLIOD CABINET COMPANY
SWANTON, OHIO



THE Auburn Button Works has  available, for a  limited few manufacturers, molds suitable for the making of high  quality re-use boxes of great beauty. These boxes may be had molded in any desired color with colorful de-bossed or decalcomania  designs applied to  them. Manufacturers interested in the possibilities of applying such boxes to the sale of their  packages are  invited to write to the Auburn Button Works, Auburn, New York.

The inside dimensions of the larger hinged-top boxes are 6 1/8" x 3" x 1 3/8". Those of the smaller boxes are 3 5/8" x 2 7/8" x 3/4".

•

Auburn Button Works Inc
Auburn, N.Y.



THIS IS A SAMPLE OF

Genuine Pearl Paper

often copied - never duplicated

ODORLESS

Eleven colors carried in stock
in America's smartest paper house

IMPORTANT ANNOUNCEMENT

Due to increased sales, we are pleased to announce a further reduction which totals

52½%

from our original price
Sample Book on Request

KELLER-DORIAN PAPER CO., Inc.
390 FOURTH AVE. NEW YORK



Is all the quality there...

JUST AS IT LEFT YOUR PLANT?



THE SEALING of your product has much influence upon its popularity. Repeat sales may easily be lost between the factory and home, unless the high quality of your product reaches the ultimate consumer protected by a dependable seal.

Packers who use Crown Deep Hook Caps have less worry on this score, because the contour of these caps insures greater pull-down sealing pressure and tighter, more dependable sealing. Deterioration, complaints and losses are minimized.

Crown Deep Hook Caps represent an engineering accomplishment behind which are precision machines that form the famous Deep Hook Thread by graduated stages, with minimum stress and perfect control.

Investigate Crown Deep Hook Caps. Get the facts—compare them—try them. It is just good business to give your product the most dependable sealing protection available.

CROWN *deep hook* CAP



THE superior sealing efficiency of this cap is derived from its engineering perfection—the result of more than 40 years of closure manufacture.



Deep Hook Thread construction eliminates undesirable side friction, making the cap easier to apply and far easier to remove.

The sealing bead, too, is located so as to concentrate the sealing pressure where it will be most effective

---

CROWN CORK AND SEAL COMPANY

World's Largest Makers of Closures for Glass Containers

BALTIMORE, MARYLAND E-3

Send samples and more information on Crown Deep Hook Caps.

Name.....

Street.....

City..... *State*.....

EINSON-FREEMAN DISPLAY Wins

FIRST PRIZE

First award in the Display Division of the All-America Twelve Competition went to this display of Sherwin-Williams paint brushes—a creation of the Einson-Freeman Company, typifying Einson-Freeman ability to design and produce compact, economical, effective displays that actually **create new sales.**

Since this display holds a wide assortment in a remarkably small space, it almost invariably sells a second (or third) brush for another purpose.



Each year Einson-Freeman display containers are the choice of both experts and sales executives, for practicality, space economy and ingenuity that SELLS. For your package display problem, consult Einson-Freeman FIRST!

Creative Lithography for Advertisers

EINSON-FREEMAN CO., INC.

STARR & BORDEN AVES., LONG ISLAND CITY, N. Y.


USE A
CLEAN BRUSH
COVER
THE
EARTH
SHERWIN-WILLIAMS BRUSHES
AS GOOD AS THE NAME
For a Satisfactory Job .. ALWAYS USE THE RIGHT BRUSH



THE SILVER-LIKE FINISH ASSURES BLEMISH-FREE BOXES

IN 3 WAYS— *SilverStitch* DOES A BETTER STITCHING JOB FOR FIBRE BOXES

● With hardly an exception—when Silverstitch is tried—it becomes a permanent employe. That is about the most conclusive proof you can find that Silverstitch does a better job.

1. The galvanized finish licks rust troubles. The clean look of your boxes is not marred by rust blemishes.

You can pile boxes on top of each other without danger of rust scars. No danger of rust-stained inside packages. Protection liners may be eliminated—with Silverstitch.

2. In full weight, one-piece coils (5 or 10 lbs.)—work can be stepped up—through reducing stops.

3. And, the special method of manufacture produces an accurate wire—accurate in width, thickness and temper. Stitching can be smoother, faster.

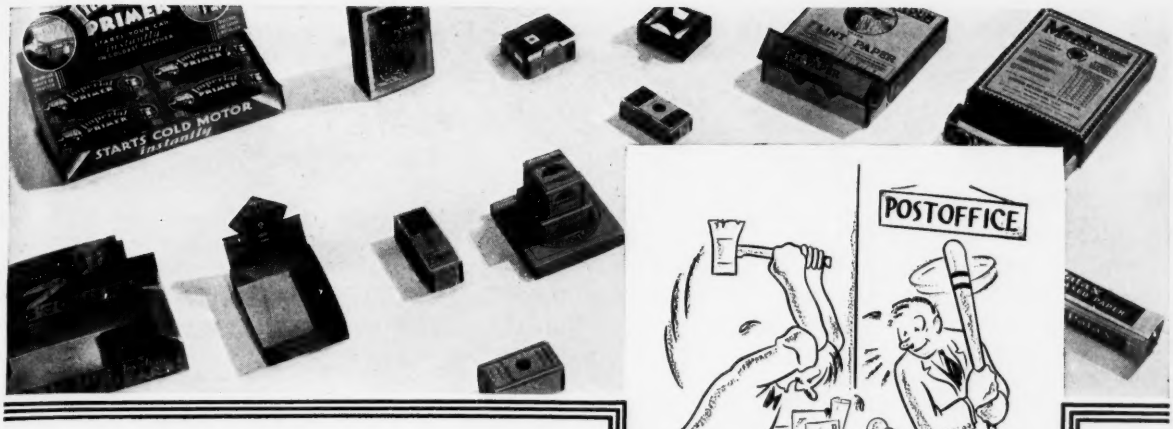
But, test Silverstitch yourself. Let us send a free full weight 5 lb. coil. Just state size used.



● *Silverstitch will step up the fine appearance of your box—as it cuts down the stitching costs.*

ACME STEEL COMPANY

GENERAL OFFICES: 2843 ARCHER AVENUE, CHICAGO, ILL. ▲ *Branches and Sales Offices in Principal Cities*





"Lemme take just *one* more crack at it, Joe!"

Puts **METAL EDGE** on its Mettle

You might as well give it up, Joe. You can't beat a Metal Edge package. Punishment that would make an ordinary paper box give up the ghost (and its contents!) merely puts Metal Edge on its mettle.

And though these good-looking boxes pride themselves on their iron constitution (410 lbs. bursting point: 1545 lbs. compression resistance) they're just as strong for you in other directions.

Outstanding firms in 77 industries find Metal Edge a most economical packaging method, too. These firms assemble their own boxes just as they need them, from "flats" already shaped and printed. They save 80% to 90% of the space ordinarily required to store set-up boxes—reduce box inventories—and make packaging an integral part of production routine. Many report annual savings running into thousands of dollars.

Whether you are most interested in packaging costs, in protection for your product, in display value or what not . . . it will be worth while at least to look into the Metal Edge packaging method.

See display of Metal Edge packages that help in the merchandising job, at the Packaging Exposition, Booth 114. Or write, without obligation, for absorbingly interesting Packaging Portfolio.

NATIONAL METAL EDGE BOX CO.

• • 334 North 12th Street, Philadelphia, Pa. • •

THE STRONGEST PAPER BOX KNOWN

Modern Liquor Packaging

demands Bakelite Molded Closures

THE REVIVED wine and liquor industries have promptly discovered the merits of Bakelite Molded closures. Famous old vintners and distillers, as well as more recent manufacturers, have learned the importance of package design and have adopted these closures for several important reasons.

Smartly styled Bakelite Molded closures, available in rich black and in colors, add distinction to the package. They thread on and off with ease, yet provide a tight, leak-proof seal. They harmonize with all types of glass containers. Trade-marks and decoration may be readily included. They can be molded in a limitless variety of designs, are mechanically strong and generally resistant to acids, alkalies, moisture and other destructive agents.

We will be glad to have you consult us about the many practical and merchandising advantages of Bakelite Molded closures, and advise you about the benefits of a distinctive design for your own line.

Write for Booklet 8C, "Restyling the Container to Increase Sales."

Advantages of Bakelite Molded Closures

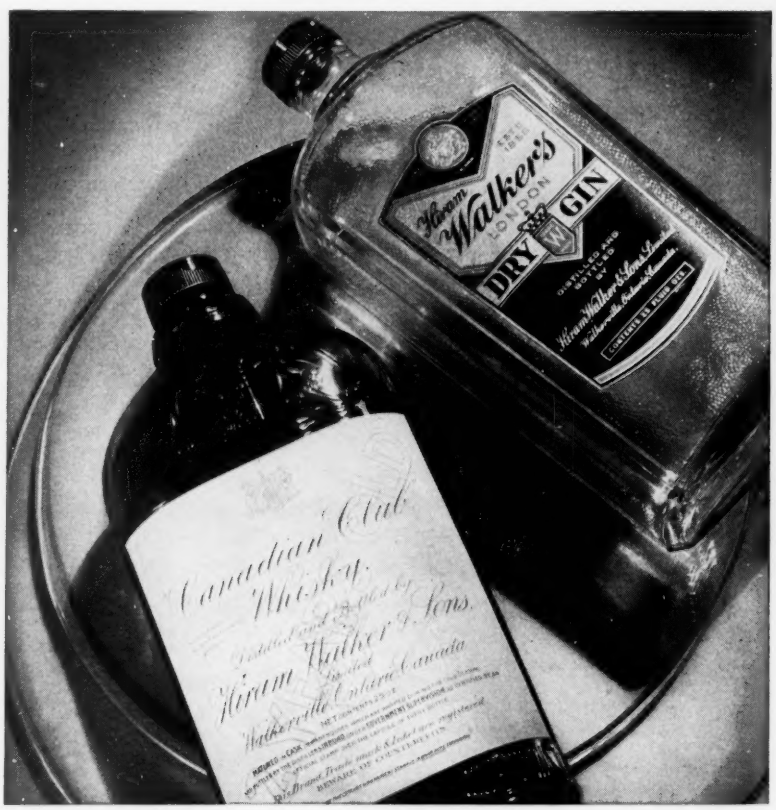
1. Resistant to alcohol and chemicals.
2. Non-absorbent, do not shrink nor swell.
3. Smooth lustrous surface—no applied finish to rub off.
4. Strong—not easily cracked or crushed.
5. Available in black and many colors.
6. Special designs or trade marks may be molded in.
7. Smart and distinctive in appearance.

See the Bakelite Exhibit at the Packaging Show, Booth 130, Hotel Astor, March 13 to 16.





Photographs through courtesy of Anchor Cap and Closure Corporation, molders of Bakelite Molded Closures.



BAKELITE CORPORATION, 247 Park Avenue, New York, N. Y. ..... 43 East Ohio Street, Chicago, Ill.
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario, Canada

BAKELITE

REGISTERED U. S. PAT. OFF.

"The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the symbol "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products."

THE MATERIAL OF A THOUSAND USES

PACKAGED LIQUOR

proves 5 to 1 favorite with public



One of the Peoria liquor stores, where the sales test was made.

- Recently an accurate test proved conclusively the selling power of the finely executed bottle carton.
- For the first few days after repeal—in certain Peoria liquor stores—only three brands of blended whiskey were available. All three were virgin brands.
- Because of time limits, only one brand was offered in a carton. The other two were in bare bottles.
- The packaged whiskey outsold the other two by 5 to 1.
- The fine appearance of a colorful carton was directly responsible for an overwhelming preference.
- Because the handsome folding carton can not only build a quality appeal—can protect the bottle and label — but can *increase sales* . . important distillers are packaging their line.
- And, because Container Corporation has the skill . . the equipment . . and the organization . . to produce outstanding bottle cartons, important distillers are being served by America's Most Complete Packaging Service.

NRA MEMBER U.S. WE DO OUR PART

CONTAINER CORPORATION OF AMERICA

CHICAGO NEW YORK PHILADELPHIA PITTSBURGH ST. LOUIS CLEVELAND CINCINNATI

GENERAL OFFICES: 111 W. WASHINGTON ST., CHICAGO, ILL.

BRIDGEPORT, CONN. NATICK, MASS. MINNEAPOLIS ANDERSON, IND. WABASH, IND. INDIANAPOLIS



THE COLTON CLIPLESS CLOSURE

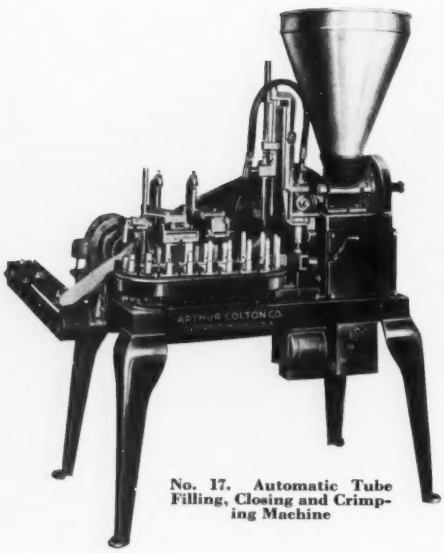
SEALED WITHOUT A CLIP! » » » » » » » »

This decorative, dependable closure is obtained simply by crimping the end of the tube on machine shown below.

The Closure is completely formed by making the two usual folds, making a third fold in the reverse direction, and then giving more rigidity to the folds by corrugating the folded end.

Savings in time, labor and material are effected because no clips need be bought, there is no loss of time to replenish clip rolls, and no maintenance expense on automatic clipping heads.

Write for a sample tube closed the Colton way.



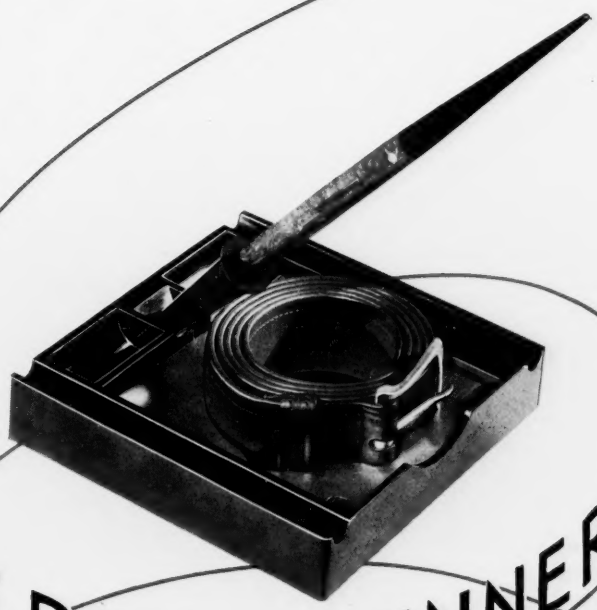
No. 17. Automatic Tube Filling, Closing and Crimping Machine

ARTHUR COLTON CO.

2600 JEFFERSON AVE.

DETROIT MICHIGAN





THE PRIZE WINNER

Molded of Resinox by
A. L. Hyde, Greenloch, N. J.

The Resinox Corporation is proud of the fact that the prize-winning package of the All-America competition was molded of Resinox. . . . Resinox enhances the appearance of any molded product. It cures uniformly, with high luster and freedom from blemishes. It is odorless, water-resistant, available in a wide variety of colors. Resinox is the ideal package molding compound.

KEEP IN TOUCH WITH RESINOX DEVELOPMENTS

RESINOX CORPORATION

Subsidiary of Commercial Solvents Corporation and Corn Products Refining Company
230 Park Avenue, New York City

RESINOX
Molding Resins • Molding Compounds
Laminating Varnishes

IS MOLDED OF RESINOX

Now...

a new way of reaching Canadian Markets



● Manufacturers or users of patented or special containers are invited to communicate with the Dominion Paper Box Company Limited with a view towards arranging for the manufacture and sale of these items in Canadian markets—on a royalty or per diem basis. The Dominion Paper Box Company Limited, one of the largest units of its type in Canada, has a wide range of equipment for the manufacture of paper products, including round containers, mailing tubes, set-up boxes and folding cartons. Write us for full information.

FOR CONTAINER & BOX MANUFACTURERS

The Dominion Paper Box Company Limited can manufacture your patented containers or boxes for shipment to the Canadian branch factories of your clients or for general distribution in Canada. These products can carry your own trademark and would be identical to your own products except for the additional advantage of a "Made in Canada" label.

FOR CONTAINER & BOX USERS

The Dominion Paper Box Company Limited can reproduce the containers or boxes you are now using in the United States at a distinct saving over the cost of imported boxes under present tariff regulations. These may be shipped to your branch plants or distributing plants.

DOMINION PAPER BOX COMPANY
LIMITED

469 King St. West Adelaide 1481 **Toronto, Canada**



Strong-walled yet PLIABLE *and* LOWER-PRICED *!*

ALCOA Aluminum Collapsible Tubes have everything you look for in a cosmetic or dentifrice tube. They yield easily to feminine fingers, yet their tighter crimps, tougher walls and shoulders are built for rough handling. Non-toxic, they deliver your formula as it leaves the laboratory. They reduce shipping costs by their lighter weight.

And, due to the present metal-market situation ALCOA Aluminum tubes bring you these advantages at a lower cost—as much as 25% lower in the larger sizes!

Not only cosmetics and tooth pastes, but also latherless shaving creams, cements, printing inks, food pastes and a variety of other products are switching to these stronger, more economical tubes. Investigate them. We'll send you sample tubes in sizes up to 2½" in diameter, 10" in length. The ALCOA Research Laboratories will investigate whether your product is suitable for packaging in aluminum. There's no cost or obligation. Please address, ALUMINUM COMPANY *of* AMERICA; 1829 Gulf Building, PITTSBURGH, PENNSYLVANIA.

ALCOA ALUMINUM *for Packaging*

NRA

COLLAPSIBLE TUBES . . . FOIL . . . EXTRUDED CONTAINERS



THEY LOOK RIGHT, KEEP RIGHT IN ALUMINUM FOIL—*One reason why "the flavor lasts" in Wrigley's gum is that Aluminum Foil protects it from moisture, light and air. So, too, with Hershey's, Life Savers, Salada, Lipton's, Fleischmann's, and other sales leaders.*

FOR PILLS, POWDER, STYPTIC PENCILS, *etc.*—*ALCOA Aluminum Extruded Containers are light, yet strong; seamless, unbreakable, moisture-proof. They come with slip or screw caps; smart natural, lithographed or Alumilited finishes.*



"Controlled-Production wins again!

We'll gladly give you suggestions for putting a real selling punch into YOUR display cartons. Our diversified experience and COMPLETE facilities are at your disposal.



SUTHERLAND PAPER CO.

KALAMAZOO MICHIGAN

SUTHERLAND'S

KINGAN'S family group takes all american award



HERE'S THE VICTORY FORMULA—

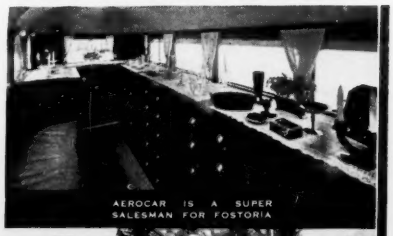
- **A smart up-to-date design by one of America's leading designers.**
- **Patent coated box board planned exclusively for Kingan to carry out the distinction and family identification intended by the designer.**
- **Sutherland's control of quality from pulp through every process of printing and die cutting.**

SUTHERLAND BOARD & CARTONS USED EXCLUSIVELY ON THE KINGAN'S PRIZE WINNING "FAMILY GROUP."

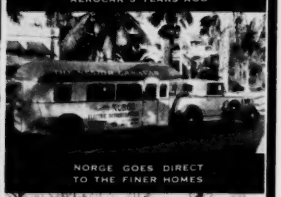
RIDE *through* Sales *Resistance*

With CURTISS AEROCAR




AEROCAR IS A SUPER SALESMAN FOR FOSTORIA


VICTOR RADIO WENT AEROCAR 3 YEARS AGO


NORGE GOES DIRECT TO THE FINER HOMES


J. E. BURKE COMPANY HAS TRAVELING DISPLAY


ONE OF THE FLORIDA YEAR ROUND CLUBS AEROCAR FLEET


WARM SPRINGS INVALIDS KNOW AEROCAR COMFORT


GENERAL ELECTRIC ADOPTS UNIQUE BODY DESIGN


THE CURTISS AEROTANK NEW SEMI-TRAILER TANK

open new outlets . . rouse drowsy markets

THE PERSONAL AEROCAR

. . . is the modern note in sociable transportation. Literally a "drawing room on wheels" it accommodates a dozen guests in luxurious comfort and is used now wherever smart people gather. Installation of Pullman type berth, kitchenette, sanitary facilities, etc., provides the ideal camping, touring and sports outing equipment. Write for Catalogue "A".

FLEXIBLE . . . in its thousand and one adaptations to merchandising . . . attention compelling, by virtue of its striking appearance . . . practical in its extreme roominess, smoothness, high speed, economical operation, lightness and great load capacity (double that of the average truck per pound of dead weight) . . . Curtiss Aerocar has won an important place in the merchandising programs of many of the country's greatest manufacturing and selling institutions.

Long recognized as a revolutionary mode of passenger and light freight transportation, it is now generally accepted as a powerful medium of advertising and sales stimulus.

Rolling demonstrations and mobile showrooms . . . presenting the "line" in spectacular fashion to remote markets as well as to thickly populated areas . . . have proved their value in creating new consumer interest, helping established dealers speed up sales and opening new outlets, (note photos of Fostoria traveling display, Victor Caravan, etc.)

Curtiss Aerocar combines all of the virtues of the conventional truck, bus or trailer for these purposes with the added exclusive advantages of almost negligible weight, immense strength, easy handling and extremely low upkeep.

Any standard coupe or roadster serves as motive power for the Aerocar. Costs little more to operate than the power unit alone. Because of the lightness of its airplane type construction, minimum of unsprung weight, three-point suspension and patented pneumatic coupler which provides an air-cushioned universal joint absorbing thrusts from every direction, it has no tendency to side-sway and is unbelievably quiet and smooth even when traveling at high speed.


A DRAWING ROOM ON WHEELS

Curtiss Aerocar engineers will submit, without obligation on your part, plans for Aerocar adaptations to your particular merchandising problem. Correspondence is invited.

CURTISS AEROCAR CO. INC.

CORAL GABLES . . . . MIAMI FLORIDA

NEW YORK OFFICE 535 FIFTH AVENUE



THE MAN BEFORE THE COUNTER SAYS . . .

"The swellest CAN don't guarantee the best product . . . but it's a likely place to *look* for it!"

Over the years . . . since 1909 . . . we've designed and decorated CANS for products of merit . . . invented a novel touch, to compliment the eye and assertively beckon to the purse.

CANS-IN-COLOR enhance their contents and sharpen the urge to buy . . . whether it be jobber, dealer or consumer.

YOU have a product that would look better in a newly designed package!

PLAIN CANS too!
. . . and quickly.

METAL PACKAGE CORPORATION

ESTABLISHED 1909

110 E. 42ND ST., NEW YORK CITY

• One of America's Largest Canmakers •

SALES OFFICES AND PLANTS • NEW YORK CITY • BALTIMORE • BROOKLYN • CHICAGO • THE FISCHER CAN COMPANY DIVISION • HAMILTON • OHIO



ALL-AMERICA WINNER



Product: Pioneer Belt Container

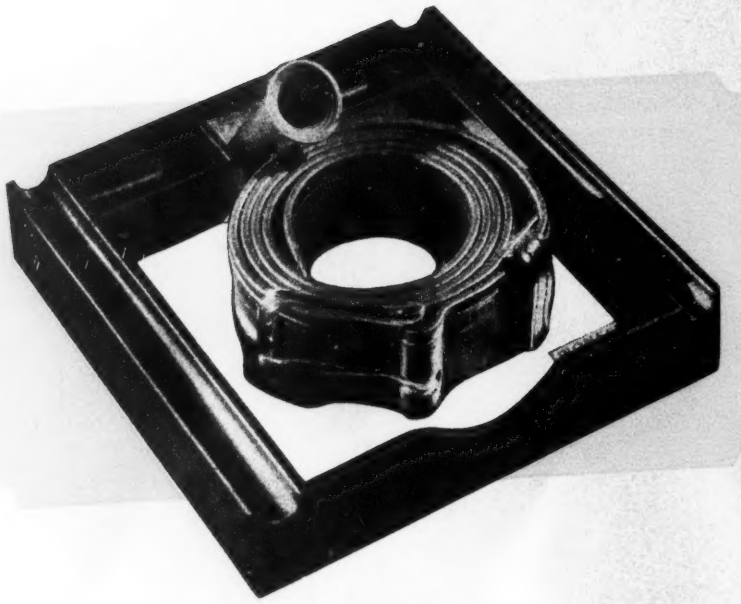
Winner: Molded Products Group, All-America Twelve Competition

Molder: A. L. Hyde, Grenloch, N. J.

Special Features: Unusual Attractiveness
Re-Use Value
Wide Color Selection

General Comment: "A typical example of the molding ability of the A. L. Hyde plant"

Suggestion: Write for help on your mold[illegible] L. Hyde, Molded Specialties, Grenloch, N. [illegible]

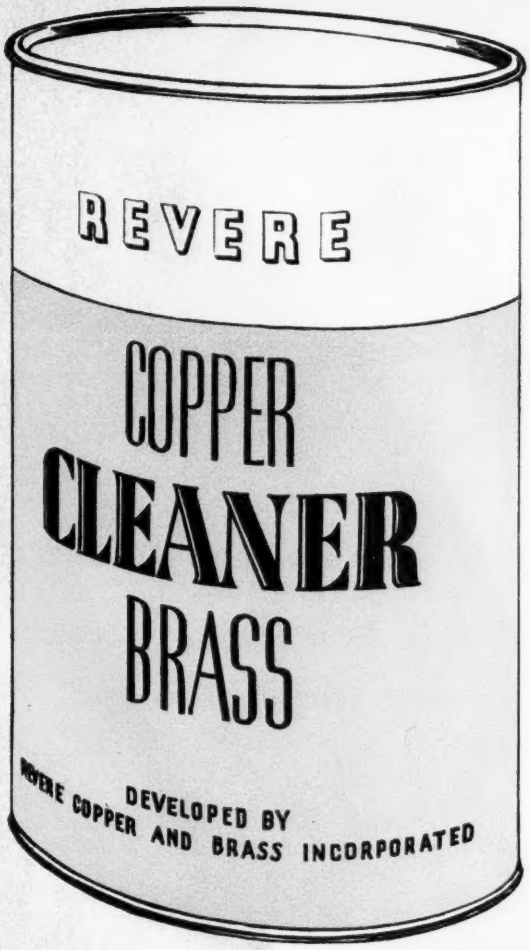


ARTCOTE

Scores TWO *Victories in*



ARTCOTE—THE PIONEER



ALL AMERICA COMPETITION

Again ARTCOTE shows its ability to win critical acclaim and—even more important—to win tangible sales increases for the manufacturers who utilize ARTCOTE board and ARTCOTE papers in the production of their packages. In 1932 ARTCOTE was used on the first and third prize winners in the direct-mail advertising contest. In 1933 two of the All-American Twelve packages, selected from over a thousand entries, are adorned with ARTCOTE, the Pioneer molded plastic container using an ARTCOTE insert tray as a means of enhancing the beauty of a Pioneer Belt, and the Revere fibre can using an ARTCOTE all-around label to carry out the copper and brass motif.

Now—in 1934—ARTCOTE presents to discerning manufacturers a great opportunity to score equal acclaim—and equal sales success by its intelligent use. ARTCOTE Gold, Silver and Copper papers and boxboards are singularly well suited for the manufacture of labels, boxes and wraps. They readily accept printing, embossing and die stamping. Call upon Artcote Papers, Incorporated for information as to the present uses of ARTCOTE papers on hundreds of packages and for aid in the development of your new container.

ARTCOTE PAPERS, INC.
IRVINGTON NEW JERSEY

TWO PRIZE WINNERS . . . ALL AMERICA TWELVE

PYROXYLIN PAPER





WHY NOT FOR YOUR PACKAGE?

● All of us employ specialists as a matter of course . . . the doctor . . . the dentist . . . the mechanic . . . men who have devoted their lives to the perfection of their particular work.

● These specialists we choose with greatest care. Isn't it reasonable to be just as particular about selecting a specialist to help you with packaging your products . . . to modernize old packages . . . to originate self-selling containers for NEW products.

● Dobeckmun offers you years of experience in developing Cellophane packages for hundreds of different products . . . years of experience in handling Cellophane ONLY . . . SPECIALIZED SERVICE at no additional cost! Let us study your packaging problem, as we have studied others, and submit a plan for INCREASED SALES through the use of Dobeckmun Cellophane Packages.

THE DOBECKMUN CO.
CLEVELAND, OHIO

An organization devoted exclusively to the development and production of Cellophane packages.

"CELLOPHANE" BAGS..PRINTED ROLL..CIGAR POUCHES

"DOPLEX" LAMINATED FABRICS AND GLASS SUBSTITUTE

Visit us at the Packaging Show—Hotel Astor—March 13th to 16th—Booth No. 142

KARL KIEFER
FILLING EQUIPMENT
for Liquids and Semi-Fluids

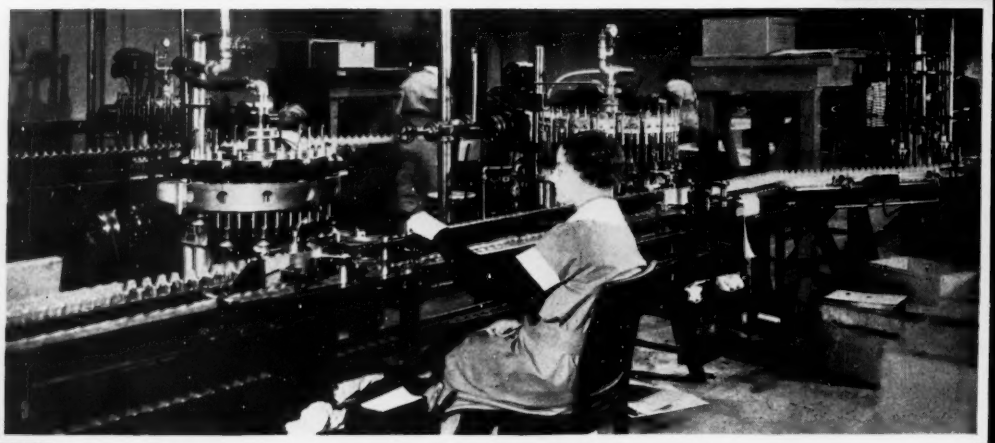


Photo shows the famous Kiefer full automatic bottle blower with feed and discharge conveyor, Automatic Rotary Vacuum Filling Machine and Capping Machine with a production capacity of 100 or more bottles per minute and only one operator to supervise production.

WITH Kiefer Filling Machines, there's hair-trigger accuracy . . no waste . . no spills . . every bottle, can or jar filled clean as a whistle . . just the exact amount.

•

From the simple hand-operated machines to full automatics there's a Kiefer for you. It will do the work better and permit economical operation.

•

KARL KIEFER

WRITE FOR CATALOG TODAY

The Karl Kiefer Machine Co.
CINCINNATI, OHIO

FOR LOW COST IN SETTING UP SHIPPING CONTAINERS

The new Ideal labor saving treadle has done much to reduce the fatigue of the operator—thereby increasing the production per machine.

An average operator can staple the bottoms of from 200 to 300 containers per hour. No other method can match the Ideal in speed or dependability.

A bottom stitched container will carry better in transit, withstand the bumps and jars of shipping and has over strength at the bottom, where it is most needed.



IDEAL STITCHER & MFG. COMPANY

100 Fourth St. **Racine, Wis.**

USE THIS COUPON

Let-us-tell-you-how you can reduce the cost of setting up your shipping containers.

• MAIL THIS COUPON •

Ideal Stitcher & Mfg. Co.
Dept. S, Racine, Wis.

Tell us about Ideal Stitchers

Name.....

Address.....

City..... State.....

DEXTER FOLDER COMPANY

will exhibit at the

FOURTH PACKAGING EXPOSITION

MARCH 13-16, 1934

HOTEL ASTOR, NEW YORK

★

At Booth No. 124 You Will Want To See: Bliss Boxes In The Making . . . Assembling Of The Frost Food Package . . . A Unique Method Of Pilfer Proof Carton Sealing . . . A Display Of Various Articles Illustrating The Uses of Wire Stitching.

●

The Bliss Combination Box And Bottom Stitcher . . . The Frost-Bliss Food Package Stitcher . . . The Bliss Portable Top Stitcher . . . The Bliss Special Carton Stitcher.

●

ALSO OTHER ITEMS OF INTEREST TO PACKERS AND SHIPPERS

DEXTER FOLDER COMPANY

Boston, Bliss and Latham, Wire Stitching and Adhesive Sealing Machinery for All Types of Fibre Containers

28 WEST 23rd STREET, NEW YORK, N. Y.

CHICAGO	PHILADELPHIA	BOSTON	CLEVELAND	ST. LOUIS	SAN FRANCISCO
117 W. Harrison St.	5th and Chestnut Sts.	185 Summer St.	1931 E. 61st St.	2082 Railway Ex. Building	H. W. Brintnall Co. 51 Clementina St.



First Prize—Collapsible Tube Division—All America Package Contest for 1934—Won by Campana's Italian Balm Tube.

Campana's Italian Balm

The All-America Package CUP WINNER For 1934 is filled and sealed on STOKES "90-D"



(Below). STOKES "90-D" Tube Filler and Closer at Campana Plant, Batavia, Ill.



(Applies patented STOKES DIAMONLOCK Closure)

(no clip required)

Another nationally known user of STOKES "90-D." Mr. R. D. Frick, Campana superintendent, says, "We began investigating .... selected this machine because of its simplicity and compactness .... we are not sorry .... it has fully met our requirements."

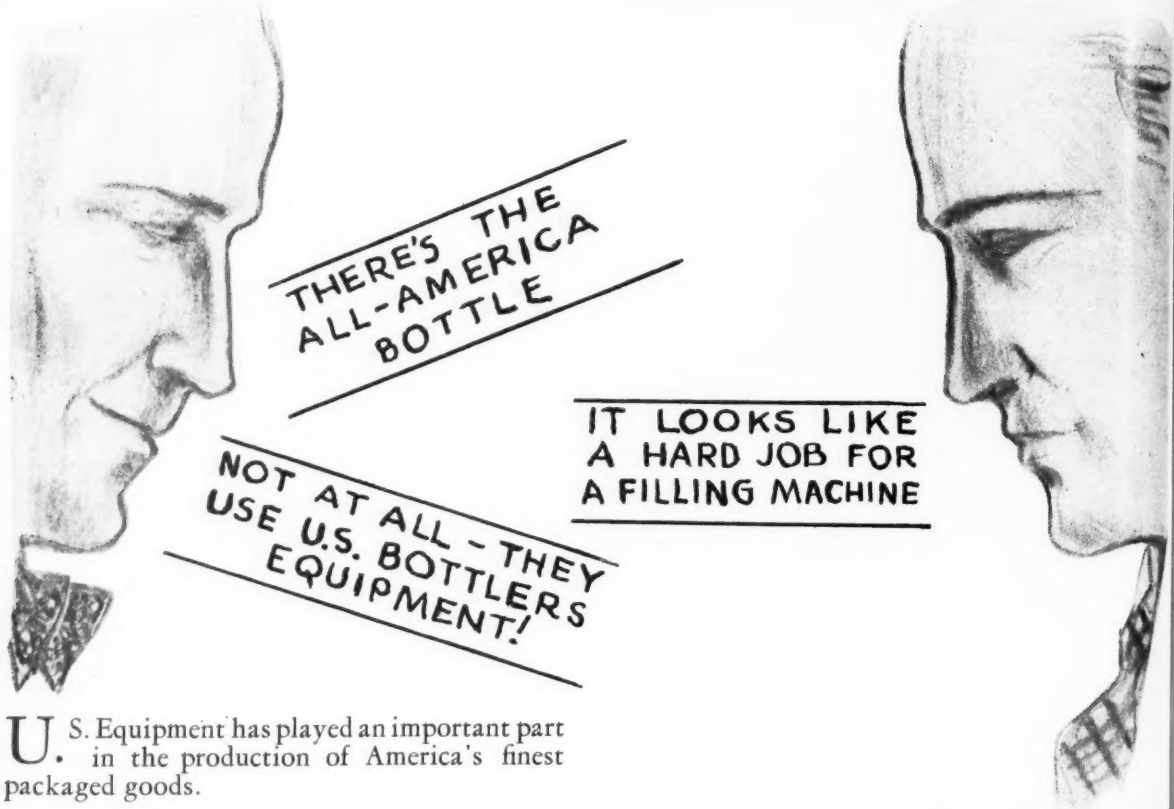
We should like to send you a sample tube filled on this machine and sealed with the patented "DiamonLock" Closure (no clip required). It will pay you to get the full story on this new machine and closure—as well as on our complete line of semi-automatic and hand operated tube and powder fillers as described in our new Catalog.

ASK FOR CATALOG 33-F

FJ STOKES MACHINE CO.

Packaging Equipment Since 1895

5970 Tabor Road Olney P. O. Philadelphia, Pa.



U. S. Equipment has played an important part in the production of America's finest packaged goods.

For two successive years the two highest awards for the most attractive, outstanding and effective packages have come to manufacturers whose products are handled on U. S. Bottlers Machinery Co.'s equipment.

The Frankfort Distilleries, winner of the 1934 All America Twelve, and the O'Cedar Corporation, winners in 1933 of both awards, are equipped with U. S. Bottlers Machinery and our Engineering Department planned and installed the bottling equipment for these institutions as they have for many other outstanding producers of bottled products of the past three decades.

THE WOLF AWARD

Sponsored by the American Management Association, is a single award made to the most outstanding, effective and attractive package of the year, irrespective of whether bottle, wood, metal or cardboard container is used. In 1933 this award was made to O'Cedar Corporation for their O'Cedar Wax Cream. The 1934 Wolf Award has not yet been made.



THE ALL AMERICA TWELVE

The All America Twelve Award, sponsored by "Modern Packaging" publication, is given in twelve different classifications of packages and for Bottles and Jars, O'Cedar Corporation won in 1933. In 1934 the All America Twelve in the Bottle and Jar Classification went to the Frankfort Distilleries for their Paul Jones Whiskey bottle shown below.



U.S. BOTTLERS MACHINERY CO. INC.

Everything from Bottle Washing to Packaging of Finished Product

4015-31 No. Rockwell St. · · · · Chicago. Ill.

Offices in New York, Boston, Cincinnati, Memphis, Peoria, San Francisco, New Orleans

WASHING, FILLING and PACKAGING ENGINEERS



VISUAL SELLING

The STRAIGHT LINE to PROFITS

Merchandising
Marketing Counsel

—

Market Analysis
Consumer Studies

—

Product Styling
Package Design
Point of Purchase
Advertising and
Displays

—

Jobber and Dealer
Sales Promotion
Material

—

Industrial
Advertising

—

Direct Mail
Folders
Booklets
Catalogs

—

Sales Plans and
Organization

—

Wax and Plaster
Models

—

Patents

The consumer buys on impulse—the impulse created by the *eye-appeal* of the product, package, and presentation at the point-of-sale.

The eye has always sold more goods than the ear. It is easier to *see* what one wants than it is to *hear* about it; it is easier to *see* it, than to *read* about it. For this reason *eye-appeal* is rapidly becoming the dominating factor in the sale of consumer goods.

Innumerable products are clamoring for consumer acceptance and patronage, but only those whose *impulse appeal* stands out from the crowd are winning.

As a result, dealers and jobbers are weighing more carefully than ever the *re-sale possibilities* of the goods they are asked to handle. They are seeking goods that are merchandised rightly and which approach the ideal of being "self-sellers." This is the secret of present-day dealer co-operation—*or the lack of it.*

You may definitely expect an increase in *profits* and sales when you increase the *merchandising visibility* of your product.

We shall be glad to show you how your *profits* and sales may be increased by Visual Selling. No obligation of course: write us today.

AMERICAN
MARKETING
and
MANAGEMENT
SERVICE

21 West Park Place, Stamford, Conn.
Phone: STAMFORD 3-6183

MODERN PACKAGES

require

MODERN ADHESIVES

for

CELLOPHANE
SYLPHRAP
PROTECTOID
KODAPAK
TIGHTWRAPPING
CASE-SEALING
CARTON SEALING
BOTTLE LABELING
CAN LABELING

THE **ARABOL** MANUFACTURING CO.
ESTABLISHED 1885
NEW YORK CHICAGO



A ROUND-UP OF PACKAGES PROTECTED AND BEAUTIFIED WITH SYLPHRAP AND SYLPHSEAL

SYLPHRAP—plain, or printed in multicolor, offers to the manufacturer of any product the perfect wrap—a wrap so crystal clear in transparency that it enhances in beauty even the most attractive package or product, and at the same time preserves and protects the product.

SYLPHRAP is made in plain white, grease-proof or moisture-proof, and in eleven beautiful, sparkling colors.

SYLVANIA INDUSTRIAL CORPORATION
Executive and Sales Offices: 122 East 42nd Street, New York
Works: Fredericksburg, Va.



SYLPHSEAL caps the bottle closure, effects a tight, durable seal and prevents tampering with the contents of the container.

SYLPHSEAL is made in High Gloss Enamel (U.S. Pat.), Silky Lustre (U.S. Pat. applied for), Regular Transparent, Mat Opaque and Metallic Bronze — in color to match closure or label—plain, or printed with trade name or trade mark.

For increasing and maintaining sales of your product, use SYLPHRAP and SYLPHSEAL.



THE SIXTH IN A SERIES OF MODEL CARTONS

A small carton—good from every angle



A unique treatment in display adds to the attractive possibilities of this dainty design.

Henry J. O'Brien, New York designer, has captured the important features of his product and suggested an impressive design. The name — the use — the atmosphere of quality are all definite and distinctive.

RIDGELO Clay Coated Folding Boxboard was used for this carton as it is for so many of the best sellers in the field . . . . .

Visit our booth No. 137 at the Packaging Exposition, March 13-16
Hotel Astor, New York, N. Y.

May we send samples of

Ridgelo
CLAY COATED
FOLDING
BOXBOARD

Made at
RIDGEFIELD, NEW JERSEY by LOWE PAPER COMPANY

Canadian Representative: W. P. Bennett & Son, Toronto
Pacific Coast Representatives: Blake, Moffitt & Towne, Los Angeles
and Zellerbach Paper Co., San Francisco

Something New Under the Sun



At last, a new type of glass package, the light tumbler, a genuine delight to the housewife because of its many uses in the home.

These new packages — the hit of 1933 — were made possible by the use of GOLD SEAL CAP COMPOUND. We venture to say that the glass package hit of 1934 will also be made possible through the use of GOLD SEAL CAP COMPOUND.

Dewey and Almy Chemical Company

CAMBRIDGE, MASSACHUSETTS - - OAKLAND, CALIFORNIA

OUR JOB: THE PLANNING OF PACKAGES TO PROVIDE THE GREATEST POSSIBLE DISPLAY, RE-USE AND MERCHANDISING VALUES AT THE LOWEST POSSIBLE COST



FUNCTIONAL DESIGN

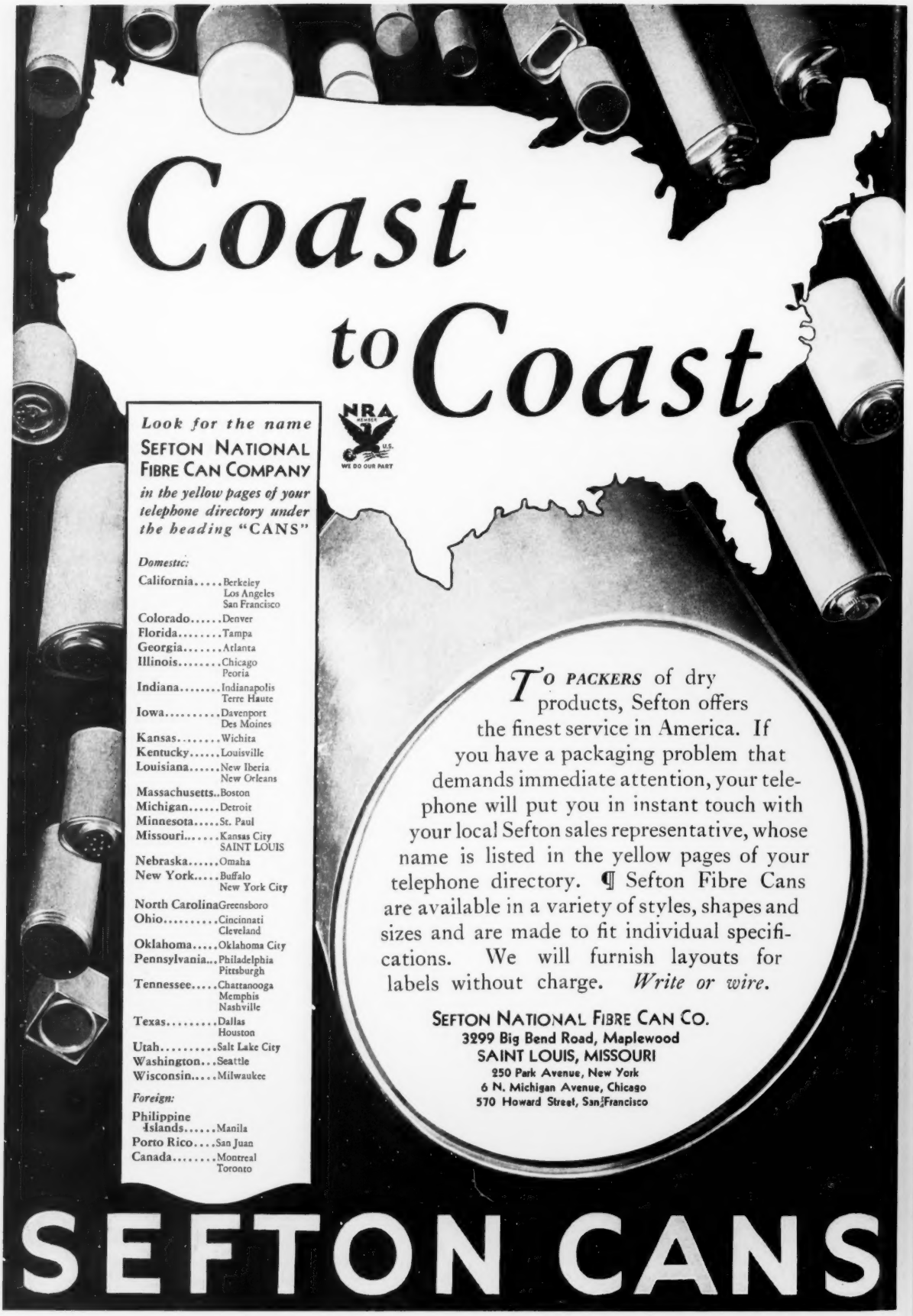
SHOVELS . . . This product of a modern age has but one basic job to perform. Everything in its design and construction is planned to make it do that job thoroughly and economically. The steam shovel is FUNCTIONALLY DESIGNED!

AND PACKAGES . . . The average manufacturer is apt to forget that the package also has a job to do. And that job is selling! Selling the dealer, the jobber, the consumer . . . and keeping them sold. In creating a package, we endeavor to plan it so that it appeals directly to its logical market . . . invites attention by color and form . . . insures correct use by invention and design . . . and creates good will through convenience, protective and re-use values! We believe that every successful package today must be FUNCTIONALLY DESIGNED!

IN YOUR PACKAGE WE INSURE FUNCTIONAL DESIGN WITH THIS METHOD

1. A complete study of Markets, Selling Policies, Distribution: who buys the product—where and how sold. 2. A survey of competing packages and competitors' merchandising and advertising methods. 3. A study of the product with regard to packaging: how made—how used—appeal—colors—surface—form—closure—display—re-use possibilities. 4. An inventory of packaging and machinery facilities. 5. A definition of maximum unit cost of proposed package.

BENJAMIN LEWIS
A CORPORATION
424 MADISON AVENUE, NEW YORK
BENJAMIN LEWIS KENNETH N. NUNES

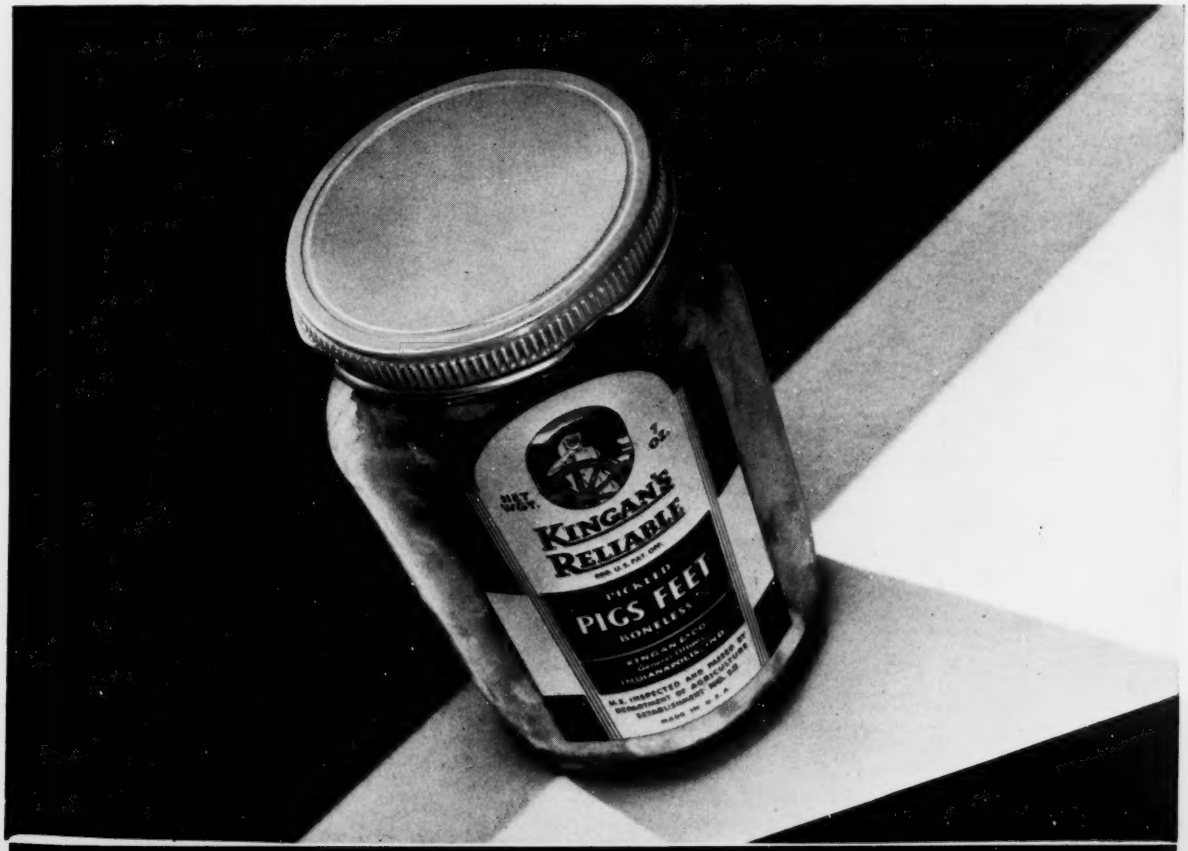

Coast
to Coast
Look for the name
SEFTON NATIONAL
FIBRE CAN COMPANY
in the yellow pages of your telephone directory under the heading "CANS"
Domestic:
California.....Berkeley
Los Angeles
San Francisco
Colorado.....Denver
Florida.....Tampa
Georgia.....Atlanta
Illinois.....Chicago
Peoria
Indiana.....Indianapolis
Terre Haute
Iowa.....Davenport
Des Moines
Kansas.....Wichita
Kentucky.....Louisville
Louisiana.....New Iberia
New Orleans
Massachusetts..Boston
Michigan.....Detroit
Minnesota.....St. Paul
Missouri.....Kansas City
SAINT LOUIS
Nebraska.....Omaha
New York.....Buffalo
New York City
North Carolina Greensboro
Ohio.....Cincinnati
Cleveland
Oklahoma.....Oklahoma City
Pennsylvania...Philadelphia
Pittsburgh
Tennessee.....Chattanooga
Memphis
Nashville
Texas.....Dallas
Houston
Utah.....Salt Lake City
Washington...Seattle
Wisconsin.....Milwaukee
Foreign:
Philippine Islands.....Manila
Porto Rico....San Juan
Canada.....Montreal
Toronto
NRA
WE DO OUR PART
TO PACKERS of dry products, Sefton offers the finest service in America. If you have a packaging problem that demands immediate attention, your telephone will put you in instant touch with your local Sefton sales representative, whose name is listed in the yellow pages of your telephone directory. ¶ Sefton Fibre Cans are available in a variety of styles, shapes and sizes and are made to fit individual specifications. We will furnish layouts for labels without charge. Write or wire.
SEFTON NATIONAL FIBRE CAN CO.
3299 Big Bend Road, Maplewood
SAINT LOUIS, MISSOURI
250 Park Avenue, New York
6 N. Michigan Avenue, Chicago
570 Howard Street, San Francisco
SEFTON CANS

CLOSURES FOR PRIZE WINNERS...AND OTHERS

Most housewives will never know that the Kingan line of products has won a packaging award. But that makes no difference, for instinctively they cannot help but be attracted by a package as innately *right* as this. And when they get it home they will like it even better . . . because it is sealed with an easy-opening Anchor Amerseal, the kind of cap that millions and millions of consumers have come to know and like. Furthermore, prize winners are by no means the only packages that can enjoy the consumer-pleasing advantages and the tight-sealing protection of Anchor Amerseals. It is sales results that count, you know, and for that, the most irresistible combination we know of is an effectively designed glass container topped off with a trim, decorative, convenient Anchor Amerseal.

ANCHOR CAP & CLOSURE CORPORATION
LONG ISLAND CITY, N. Y. TORONTO, CANADA

Branch Offices: Atlanta · Boston · Chicago · Cleveland · Detroit Houston · Los Angeles · Louisville · Montreal · New York · Philadelphia · Pittsburgh · Rochester · San Francisco · St. Louis · Toronto



Anchor Caps **MAKE** Better Packages



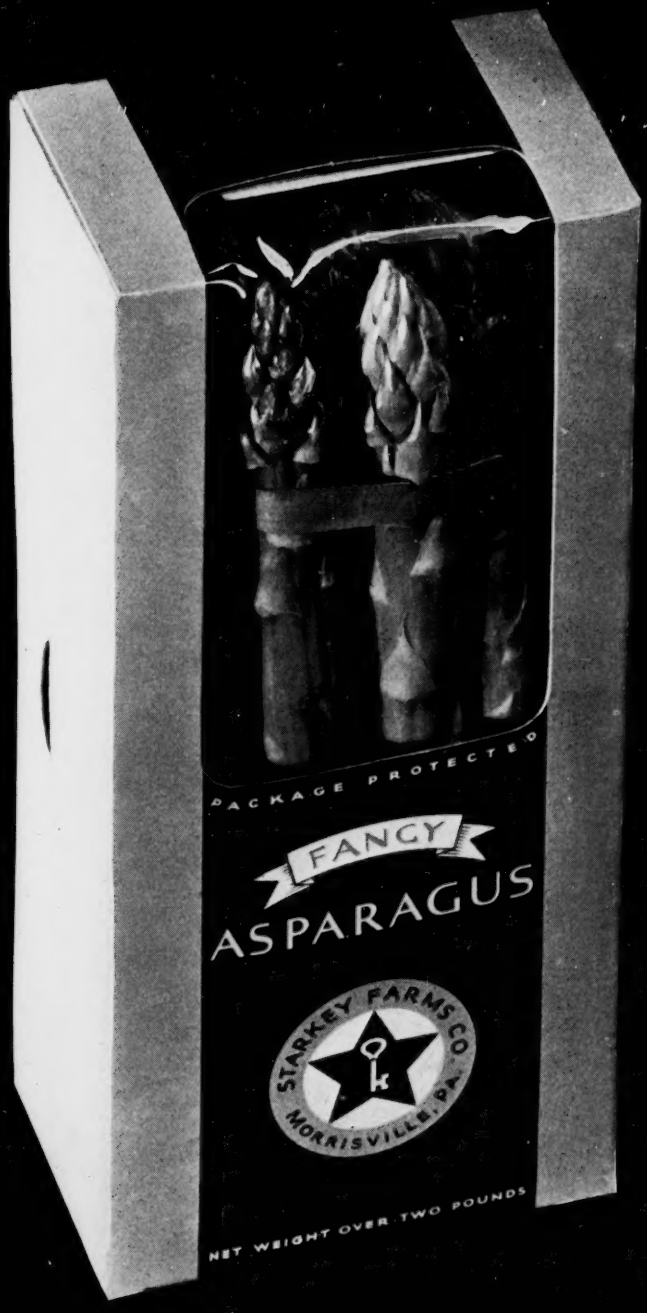
ORNAMENTAL WOOD PACKAGING COMPANY

43 East Ohio Street **Chicago, Illinois**

FACTORIES: **NEW LONDON, WIS.** **ROCKFORD, ILL.**

CARTON by ROBERT GAIR

The Winner!

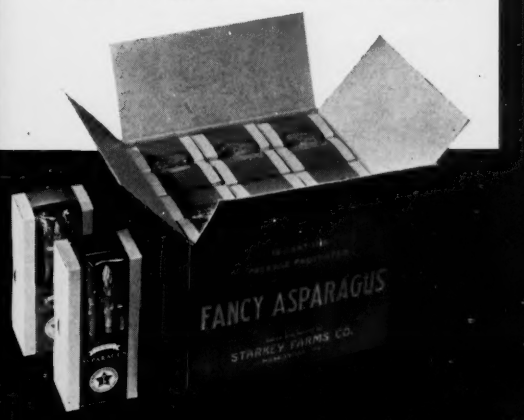


★ Designed and produced 100% by Gair, this effective and efficient asparagus container for Starkey Farms Company wins first prize in the 1934 All America Carton Competition conducted by Modern Packaging.

★ Two other Gair designed and produced packages, the Dash Ink Carton and the six carrier package for Ebling's Beer also are included in the jury's selection of the 100 outstanding packages of 1933.

★ We have a habit of designing and producing prize winning packages. Gair folding cartons and shipping cases outdistance competition not only in exhibitions but, and this is the vital point to you, upon your dealer's shelves and counters, in his windows, at every point of selling contact.

★ Keep your product moving...in a Gair package! We are at your service in a surprising number of ways. Get in touch with us today.



ROBERT GAIR CO., INC.

General Offices: 155 East 44th Street, New York, N. Y.

THE BEST IN PACKAGING FOR 70 YEARS

• THE PERMANENT PACKAGING EXHIBIT •

A Cordial Invitation

★

Is Extended To All Those Who
Manufacture, Sell or Design
PACKAGED PRODUCTS
To Visit THE PERMANENT
PACKAGING EXHIBITION
Where Are Displayed 2,000 Entries In The
1933 ALL-AMERICA TWELVE
COMPETITION...Including
THE TWELVE ALL-AMERICA
PACKAGES And The "HUNDRED
OUTSTANDING PACKAGES OF 1933"

●

PERMANENT PACKAGING EXHIBIT
425 4th AVENUE, NEW YORK CITY

●

• THE PERMANENT PACKAGING EXHIBIT •



THERE are few, if any, non-liquid items sold through grocery, drug, candy and general merchandise outlets which cannot be profitably packed and merchandised in a made-to-order Continental Display Bag.

No other type container is so flexible, so adaptable—from the pure display, the suggestiveness and allure of the product itself in a Clearpack Bag, to the rugged protection of the triple-wall bag. Almost any packaging requirement, except a complete vacuum seal, can be met through the selection and combinations of varying papers. No other container has greater possibilities for printed design and display.

What is your problem? In 35 years, we have solved others probably as difficult, possibly similar. With the facilities of the most modern and completely equipped specialty bag plant, and backed by the resources of the world's largest paper organization, we offer you a complete service from cooperation in package design to the delivery of bags ideally suited to your needs.

A word from you will start action. Send it now.

CONTINENTAL PAPER & BAG CORPORATION

A Division of INTERNATIONAL PAPER COMPANY

220 EAST 42nd STREET, NEW YORK, N. Y.

If you attend the exposition visit our Booth No. 117 . . .

If not—

our representative will gladly bring an exhibit to YOU . . .

On this insert, we can picture only a few typical jobs, but at our Booth—No. 117—we shall have a complete display—all types of bags, meeting all kinds of requirements.

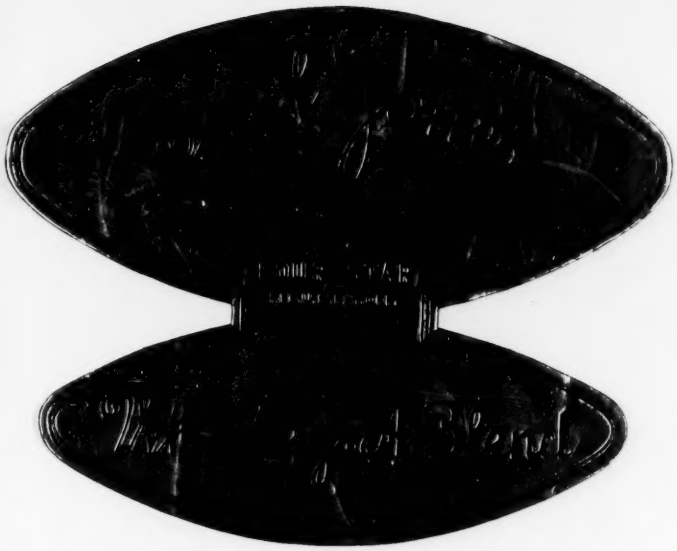
Our representative there will be able to discuss expertly with you, every phase of your packaging problem and probably show you bags that answer your questions.

If you can't get away from your desk, we'll be glad to bring an exhibit to you of bags specifically adapted to your requirements. Just say the word.

CONTINENTAL PAPER & BAG CORPORATION

220 EAST 42nd STREET
NEW YORK, N. Y.

228 NORTH LA SALLE STREET
CHICAGO, ILL.



an All American label for an All America Product!

THIS die cut, black, red, and silver label for the Paul Jones Four Star Whiskey, is the work of F. E. Mason & Sons.

★

We feel that this prize-winning portion of a prize-winning package is a typical example of Mason's ability to cooperate in the production of better packages.

★

Whatever your package—Mason's experiences and Mason's facilities offer you your finest opportunity for inexpensive, super-attractive labeling.

★

Mason's Creative Department will be glad to cooperate with you in designing your new label or the re-design of an established label.

★

Write to F. E. Mason & Sons sending, if possible, a sample of your present package.

F. E. Mason & Sons

Batavia *N. Y.*



STANDARD-KNAPP

AUTOMATIC PACKAGE HANDLING EQUIPMENT

"STANDARD THROUGHOUT THE WORLD"

KNAPP CAN LABELERS RUN AS HIGH AS 700 PER MINUTE

Automatically Apply Full Lap Labels to Tin, Fibre or Glass Containers



Standard-Knapp Can Labelers operate at a speed as high as 700 cans per minute, depending on production requirements. They automatically apply full lap labels to cylindrical tin, fibre or glass containers, providing the fastest and most accurate type of labeling at the lowest possible cost. For over 40 years Knapp Labelers have been standard equipment in canning and other plants requiring high and extremely flexible production.

So inexpensive they can be used profitably in seasonable or in highly intermittent work. So simple they require only the part-time service of one attendant.

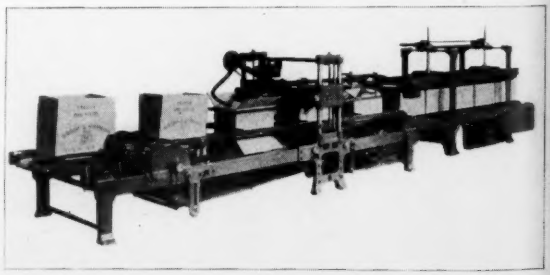
ENGINEERING SERVICE

Our Engineering Department is at your disposal gratis. We will gladly make a survey of your package and can handling requirements and submit layouts showing how to most economically take care of such requirements. Write or wire for our representative to call at your plant.

STANDARD CASE SEALER REQUIRES NO OPERATOR

Automatically Seals Top and Bottom of Case at Less Than $1.00 Per Thousand

Standard Automatic Top and Bottom Sealers glue and seal both ends of corrugated or solid fibre shipping cases, taking them from a gravity or belt conveyor, automatically timing admission of the cases into Gluer, automatically opening, gluing, folding and pressing the flaps—while the case is in motion—and automatically delivering sealed cases to the shipping conveyor. These machines operate at a speed of from 50 to as high as 2,000 cases per hour. Adjustments from one size case to another *never require over 60 seconds.* NO OPERATOR OR ATTENDANT WHATSOEVER IS REQUIRED. Every case is completely and perfectly sealed at a unit cost averaging a small fraction of a cent. Sole operating costs are for glue and power.



STANDARD-KNAPP CORPORATION

43-27 33rd Street, LONG ISLAND CITY, N. Y.
208 W. Washington Street, CHICAGO
1001 Society for Sav. Bldg., CLEVELAND
189 Second Street, SAN FRANCISCO



Add Sales Appeal

with . . .

Bags by Royal!

The product which goes to market packaged in bags which have been carefully designed and expertly produced has one more big sales point in its favor—it appeals to all who come to buy.

Bags by Royal have been styled with this thought foremost. Today they lend sparkle and sales appeal to a thousand-and-one varied products. And despite the added turnover these products enjoy, the cost of Bags by Royal is negligible.

When you consider packaging in relation to your product, by all means investigate Bags by Royal.

Free sample bags designed to fill your particular requirements are yours for the asking. Write to Department M.

THOMAS M. ROYAL & CO.

5800 North Seventh Street

PHILADELPHIA, U. S. A.



SUCCESSFUL PACKAGES

Two more of Richardson-Taylor-Globe packages were chosen among the Hundred Best for 1933. The success obtained by these packages was in no way due to the element of luck, but rather to the careful study of prospective consumer needs and the methods of sales in the ultimate outlets.

The experience of the R-T-G Staff extends over many lines of business, and combine the faculty of interpreting good sales ideas and expressing them in the cartons and counter displays they create. If you seek experienced counsel in making your packages better self-salesmen, it will pay to advise with them, as have the manufacturers whose modern and profitable packages are shown in the illustration.

THE RICHARDSON-TAYLOR-GLOBE CORP.
4505 MITCHELL AVENUE, CINCINNATI, OHIO

THIS IS A SAMPLE OF

DU-KU-TONE
No. 7459

(Note Complimentary Back)

●

DU-KU-TONE
BOX COVERING PAPERS

●

Are stocked in ten selective shades. Can be had in rolls or sheets.

Feel the smooth glossy finish. Fold it and note its remarkable flexibility and toughness. It does not crack. The colors are fadeless -- permanent.

The pyroxylin finish is washable --dirt and fingermarks will rub off.

●

There is nothing to equal Du-Ku-Tone for the covering of better grade boxes.

●

Meet us at Booth No. 150
Fourth National Packaging Exposition
Hotel Astor, New York
March 13th—16th inclusive

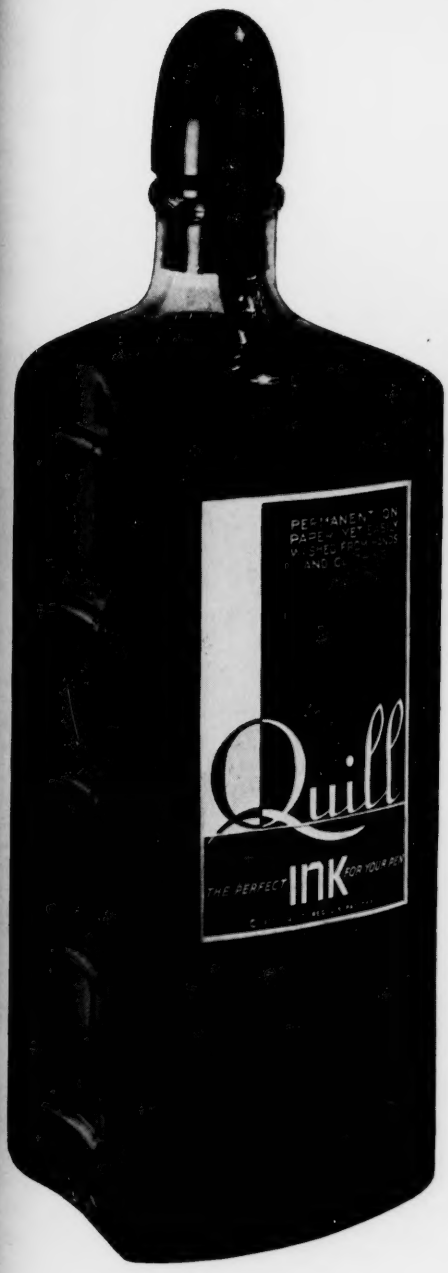
Charles W. Williams & Co., Inc.
Authorities on Box Covering Papers
303 LAFAYETTE STREET
NEW YORK
624 So. Miller St. Chicago
167 Oliver St. Boston

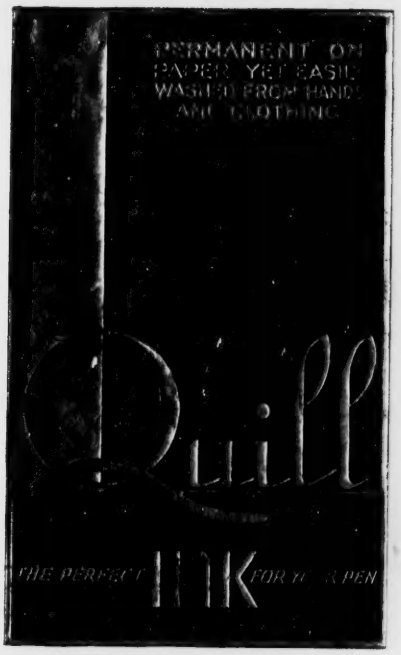
"Has Your Line Been Toned?"

The design appearing on the glossy side of this insert has been reproduced

BY

Richard M. Krause, Inc.
52 East 19th St.
New York





CAMEO

gets the most out of foil

TYPICAL of Cameo workmanship and Cameo ability in the production of fine foil labels is this label for Quill Ink. Note especially the perfection of color printing and the sharpness of detail in embossing.

Cameo artists, Cameo designers and Cameo workmen will gladly cooperate with you through every step in the design and production of an outstanding label for your package. Place your label problem before them. No obligation, of course. Write to—

CAMEO

DIE CUTTING & ENGRAVING CO.

142 WEST 22ND ST., NEW YORK, N. Y.

TELEPHONE WATKINS 9-4904

BOSTITCH

FASTENED *means it's* SECURE!



VISIT OUR BOOTH

Number 131, at the New York Packaging Show, March 13th to 16th. A wide variety of stapled packages on display!



● We illustrate here two of the literally hundreds of dime-store items which use Bostitch Stapling to insure security—against theft, against breakage, against unwanted sampling of the contents! Such protection—proved by experience to be the most complete available—may be had at a remarkably low cost. Bostitch equipment is inexpensive. Bostitch Staples may be applied at a remarkably low operating cost. Inexperienced female help can staple thousands of cards daily.

Mail coupon for full information—if possible send a sample of your present package so we may show, on your own product, how Bostitch can help solve your fastening problems.

BOSTITCH SALES COMPANY
East Greenwich, R. I.

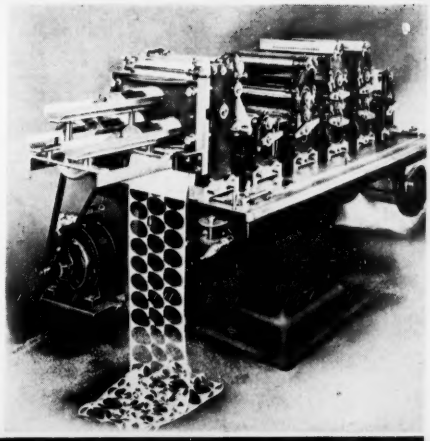
Please send descriptive folders on Bostitch fastening and merchandising methods. MP-3-34

Name..... Address.....

City..... State.....

The Only Printing Machine Offering All These Features

Chambon Printing Machines offer manufacturers all these features: High speed production of multicolor printing with low operating cost. Interchangeable, separate printing units which can be quickly changed over to produce another job. All supplementary operations, such as scoring, perforating, punching, slitting, rewinding, etc., on the same machine, and a choice of any type of delivery.



C H A M B O N

High Speed Production

Chambon Printing Machines produce, at high speeds, multicolor labels, cartons, wraps, tags, etc., as required, handling any kind of paper from cellophane or glassine to 35-point board.

Low Operating Cost

Chambon Printing Machines are designed to eliminate skill on the part of the operator. Micrometric adjustments are provided.

Interchangeable Printing Units

Operations on a Chambon Machine are performed successively in a horizontal line by separate printing units, self-contained, each unit consists of an ink fountain, distribution motion, form rollers, an engraved cylinder, and an impression cylinder. The chrome-plated bronze or steel engraved cylinders print by kiss contact, eliminating all make-ready and providing for accurate register. Interchangeable feature allows changing over quickly from one job to another.

All Operations in One Assembly

The same Chambon machine will print one to five or more colors, using letterpress, dry offset, or gravure or combinations of these methods. In addition the machine can be equipped to perform all supplementary operations such as varnishing, scoring, creasing, embossing, perforating, slitting, sheeting, rewinding, dieing out to shape, etc.

All Types of Delivery

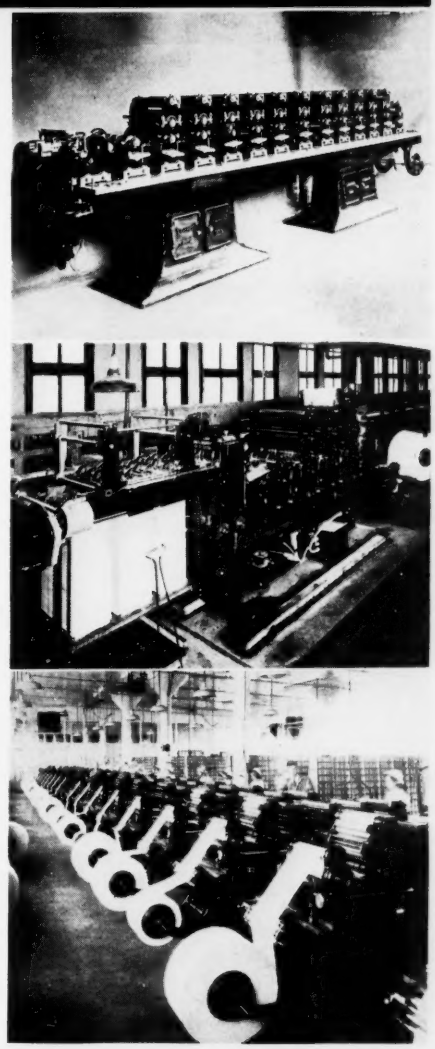
The delivery end of the machine can be fitted with different types of cutting heads such as guillotine, eccentric and rotary, and either horizontal or vertical punching heads. Delivery can be of any type such as elevator, belt, chute, rewind, chain, aeroplane, overhead pile, vertical stacker belt type, combination and elevator, all continuous or in counted packets.

Firms like Beech-Nut Packing Company, Colgate-Palmolive-Peet Company, Federal Match Company, Mono Service Company and others have recognized that only Chambon Automatic Multicolor Printing Machines offer all the features required in a printing machine designed for use by manufacturers.

Chambon Corporation

MAIN OFFICE & PLANT
917 NEW YORK AVENUE
UNION CITY, N. J.

WESTERN OFFICE
608 SO. DEARBORN ST.
CHICAGO, ILL.



Top to bottom, Illustrations show: A Chambon Machine which prints and die-cuts multi-color labels, a large Chambon Multi-color Printing Machine, a Chambon Machine for producing labels printed two sides, and an installation of twenty Chambon Label Production Machines in a single plant.



Whether your product reaches the upper or lower brackets of the buying public, it must have appeal to sell. To attain this element a careful study of the market and the proper adaptation of your package is required.

The Ritchie organization offers a complete service in merchandising and styling. It is anxious to give you more than just a box—but one that will command attention and sell your product.

W. C. RITCHIE *and* COMPANY

PAPER BOXES ALLIED PRODUCTS FIBRE CANS

CHICAGO NEW YORK

Akron	Minneapolis	Nashville
Cincinnati	St. Paul	Louisville
Detroit	Los Angeles	Memphis

COUPON:

W. C. RITCHIE AND COMPANY
8855 Baltimore Avenue
Chicago, Illinois

This novelty box—what is it? Please send me one before they're all gone.
I am enclosing 25c (coin or stamps) attached to company letterhead to cover postage.

Name _____

Official position _____

Address _____

_____

MODERN PACKAGING

VOLUME 7 • NUMBER 7
MARCH • 1934

THE NEW TOMORROW

A YEAR AGO and the nation gasped at the President's proclamation of the bank holiday, the first drastic step of a plan toward business and industrial rehabilitation. Since then, while the shocks have been less severe they have continued with almost unabated precision. In the midst of the worst depression this country or the world has ever known, vigorous action was necessary. The policy of *laissez faire*, so far as the present Administration was concerned, was definitely placed in the discard.

The effect of the depression on the packaging industry was evident to a far lesser degree than that which faced other industries. Discounting certain retardations, due primarily to conditions of business in general, it continued to progress, even during the time when the index curve of business was at its lowest point. For the use of the package had become firmly and definitely established as an economic necessity—a substantial and reliable means of selling goods.


The New York Times.

LATE CITY EDITION

ROOSEVELT ORDERS 4-DAY BANK HOLIDAY, PUTS EMBARGO ON GOLD, CALLS CONGRESS

With the New Deal more than a promise, with certain definite assurances that business can build more hopefully than in the past, the packaging industry faces a splendid opportunity. To the suppliers of packaging equipment and materials, there is the incentive of greater appreciation of their efforts; to the users of packages, there is needed no proof of the fact that the package furnishes the impetus necessary to the profitable distribution of their merchandise.

To make the evidence more convincing, we submit the record of the past year. Here is truly a notable period in packaging progress, one which presages even greater accomplishment and more conspicuous attainments—all ample proof that the industry is moving forward at a rapid pace. More than ever before, the packaging industry has expressed an eagerness to adopt modern ideas and utilize them to the fullest extent and to make the most of new and old materials which can be adapted to the package assembly.

Let us consider first what we may regard as the business aspect of packaging. Unquestionably we find during 1933 a more general recognition in business circles of the practical merchandising value of packaging individuality. A more frequent appearance of package reproduction in various forms of advertising; few radio programs which advertise packaged products fail to give recognition to the container. Other promising signs of public's consciousness toward the package are to be found in the increasing number of exhibits—public and semi-private—which feature packages to a greater or less degree. The Century of Progress exposition contributed to such publicity in no small measure; during the year specific packaging exhibits have been conducted at Sacramento and Los Angeles, in Baltimore and at other points. Various trade conventions have included showings of packaging equipment and materials as well as actual packages. During 1933 at least four competitions, in which outstanding packages were selected, were held.

While there has been no national legislation dealing specifically with packages, in an indirect way they have received important recognition, and it may be expected that future activities of Congress will deal more specifically with packaging issues. We have seen, as an outcome of the various codes under NRA direction and other legislation, a tendency toward the repression of freak and non-standard packages, denouncement of deceptive packages and slack-filled containers, the avoidance of style imitation and the outlawing of false branding or marking.

As advances shown with respect to new containers, 1933 registered several innova- (*Continued on page 147*)

PLUS IMPROVEMENTS—IN LIQUOR CLOSURES



Playing an important part in securing consumer acceptance of packaged liquors, closures such as these provide protection and convenience

WHEN liquor emerged from dark alleys and peepdoors into the light of respectability, every one, or at least almost every one, agreed that one of the country's most perplexing problems had been neatly put out of the way. And when good cash customers started exchanging green backed bills for tall and short bottles filled with good cheer of various and sundry brands, liquor dealers did a hornpipe in the back office of the exchequer and thought of a bright and sunny future with here and there a cloud equipped with a gold and silver lining.

But by and by things quieted down a bit. The novelty of walking off with a pint of rye right under the Irish blue eyes and pink tipped nose of Patrick J. Law wore off, and the art of drinking settled down into more steady channels. It was then that people began to notice that all in a brown bottle was not whisky, and that although gin was generally much the same in appearance, it varied considerably as to taste and aroma. Folks even started to take stock of containers, noting the form-fitted contours of some and the sleek labels and custom-tailored caps on others. In short, the public was beginning to become brand conscious.

When, on the afternoon of December 5, the State of Utah cast its deciding vote and started the highball rolling, liquor dealers were not caught completely off their guard. As a matter of fact, investigational work in practically every branch of the industry had preceded the happy event by a comfortable number of months and the stage was set.

Naturally the subject of packaging had come in for its share of careful attention. Distillers knew that there would come a time when careful connoisseurs would consider the package as well as the product, possibly not in the first thirsty rush but most certainly later on. Accordingly, they set about to find bottles and closures best fitted for the work ahead.

The science of picking a suitable cap for a whisky bottle, it was found, involved more than merely selecting a round stopper large enough to fill the neck. Adequate protection was needed. Would-be tamperers and other meddlers had to be kept at a safe distance so that the customer could be sure he was getting what he was paying for.

It was realized immediately that the use of machines for applying caps had definite advantages over hand methods. Machines worked faster and with more uniform results. Cost of cap materials, also, could not be out of line, for however small the added margin of cost on a single bottle, mass production multiplied the figure by millions.

And style . . . a nation of people that rode in streamlined automobiles and swam in form-fashioned bathing

suits would probably be a bit meticulous about their bottled goods and how they were packed.

Fortunately, bottlers and closure manufacturers did not have to start from the beginning. Many of the preliminary steps had already been carried out. Tamper-proof seals were used on whisky bottles in Europe and Canada as early as 1927. Drug and cosmetic interests were familiar with this type of seal long before that. It all helped. And so did the extensive work carried on in the research laboratories of closure makers, who had sensed the gang-plank walk of prohibition from away back.

Most of today's liquor caps are direct descendants of caps used in other industries, plus, of course, a few modern improvements. Many of our gin and whisky bottles, for example, are sealed with aluminum closures not unlike the closures which have served the drug and cosmetic trades for years. In addition to this background of experience in other industries, aluminum happened to offer a number of natural advantages for liquor service, which included ease of forming, attractive appearance and comparatively low cost. Whisky, it will be recalled, was capped with aluminum long before the hey-day of Mister Andrew Volstead.

Tamper-proof features are included in many of the new liquor caps. The "Pilferproof" seal consists of a "Rolled-on" aluminum cap, equipped with a long skirt which is rolled under a locking ring in the glass. The lower end of this skirt is scored horizontally and when the cap is unscrewed it parts at the perforated line. It's easy to take off and put on, but Houdini himself would have difficulty in accomplishing the feat without leaving a trace.

Goldy aluminum seals with their handy "tear-down" tab are finding many uses in the new industry. Tearing off the tab, of course, puts the cap permanently out of circulation, thereby preventing unlawful meddling. Goldy seals are employed alone on some bottles—such as the tiny one-tenth pint containers used for sampling whisky and for other purposes.

Goldy seals are often used in combination with other replaceable caps. Sometimes long skirt screw caps are fitted over Goldy seals, thus giving a 2-in-1 cap that provides protection without losing its reclosure value.

Liquor caps should fit snugly under all circumstances, and on all bottles. Because this is practically impossible with ready-made caps, the "R. O." aluminum seal was devised, which is "rolled on" to the neck of the bottle, insuring a perfect fit in each instance.

The aluminum liquor seal family includes two newcomers, the "ROverseal" and "Corseal," both of which are finding ready acceptance. The ROverseal consists of an inner R.O. seal over which is fitted a Goldy type seal. The R.O. seal serves as a permanent top after the Goldy seal has been removed. The Corseal is really a long flanged Goldy seal which may be fitted over a cork stopper.

Handy aluminum dose cups, finished in colors as well as in natural metal, cover the tops of many of our whisky and gin bottles. They serve as measuring cups as well as decorative features, and protect the inner stopper from dirt and injury.

Aluminum seals are usually finished in colors to harmonize with the contents of the bottle and the brand. Printing on their smooth surfaces is not difficult and designs of various sorts are often included.

●

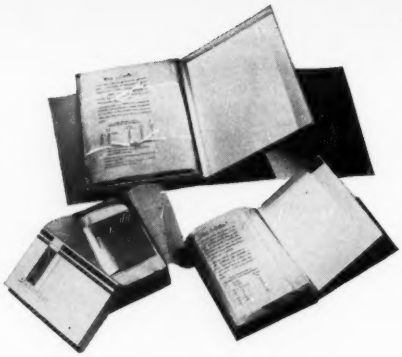
This article relates primarily to the application of aluminum closures in the liquor field. In subsequent issues other types will be discussed. EDITOR.

●



Modern improvements in utility and decoration are increasingly evident in today's liquor closures. Photos by courtesy of Aluminum Company of America

DESIGNING TO SELL "FROM THE PACKAGE"

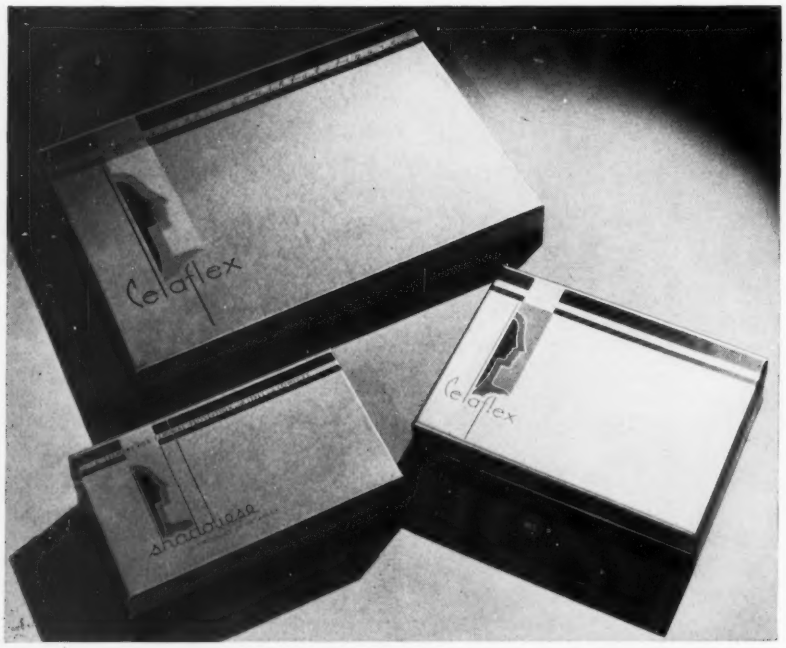


NINETEEN THIRTY-THREE saw a long step forward in the design and treatment of underwear fabric with the introduction of Celaflex. By combining lastex with the acetate yarns, garments were produced that were a radical departure from the existing types of underwear. Here were garments made of two-way stretch material that were light, cool, snug-fitting and moderately confining. It is likewise claimed that Celaflex is stronger, finer and more washable than anything heretofore used in underwear.

Believing in the superiority of these new garments and realizing that consumer acceptance would depend largely on the original presentation of the product, the manufacturer, M. G. Van Arsdale, Inc., of New York, sought to design a package which would attract favorable attention and at the same time reflect the quality and desirability of the merchandise so contained. It was also desired that the package should be feminine, strikingly different and sufficiently substantial to withstand department store selling from the package. The latter point is important, for therein lies the difference between the work to be done by this particular package and those in which the contents are unrevealed at the time of purchase. It was felt that, properly designed, the package could create a favorable first impression for the goods, and continue to hold interest to the point of sale.

The plan, as it relates to the boxes adopted by the Van Arsdale company, represents somewhat of a departure from that used by manufacturers of similar merchandise. Something more than just underwear was being offered, so why not, said that company, provide a package worthy of its contents and thus secure additional sales impetus? And a strikingly different box was decided upon.

The company retained W. J. McClintock, Jr., of the McClintock Corporation to design and produce a family of packages, suitable to the various garments. A box of conventional underwear size for the underwear garments, a smaller box for brassieres—each of these holding three garments—and a very smart single garment box for Shadoliese, a sanitary garment which was brought out simultaneously with the Celaflex line. All three are shown in the accompanying illustrations.



The boxes are made of a flesh-colored board with a base covering of blue metallic paper. The lids of the boxes are hinged, and covered with platinum paper printed in three shades of blue ink. The trade mark design appears on the cover of each box. Inside the boxes each garment is individually wrapped in embossed printed glassine, these wrappers carrying a brief description of the material Celaflex.

The cumulative effect of each package is one of utility, beauty and extreme good taste. The favorable impression created first by the exterior appearance of the box is consistently maintained, and the customer continues to be convinced of the quality of the goods throughout the sale.

For 33 years The Anasarcin Chemical Company used the packages shown in the upper panel of the illustration. The change to the new, shown directly below, was made recently



INFLUENCING THE DOCTOR'S SELECTION

by Willard J. Deveneau

IT is proverbial that fine people wear fine clothes—not necessarily fancy or gaudy clothes, but clothes that truly interpret the character of the wearer. Hence it is recognized that while a carton is of primary use in identifying and describing the contents of the inner package, it also has the opportunity of interpreting the true character of the product, telling at a glance whether it be a churl, a dandy or a gentleman.

All packaged medicinal preparations may be grouped in two main classifications:

1. Consumer remedies, such as patent medicines, laxatives, cough syrups and aspirin, advertised to and bought by the consumer, based on his own diagnosis of his ailment and the prescription of a suitable remedy.

2. Ethical pharmaceuticals: specialties, rarely seen by the consumer in their original packages, dispensed only on the prescription of a physician and advertised exclusively to the medical profession.

While both types of medical preparations are created for the relief of human ills, their respective packaging requirements differ as widely as does the specialized physician differ from the unschooled common laborer.

Having devoted a lifetime to the careful study of the human body, and with a reputation at stake in alleviating the suffering of his patients, the physician's requirements in a package are largely centered in its telling him clearly, quickly and easily what the product is, its derivation and its scientific authority, on which he may base his acceptance and use of the product in his professional work.

So many articles have been written, dealing with the buying motives of the ultimate consumer, that no time need be spent here on that subject, other than to mention that the layman consumer in selecting a medical preparation has no scientific facts on which to base his choice, and will most quickly react to such factors in the package as the appearance of a quality product; a product coming from a well and favorably known manufacturer and, withal, a product giving maximum value for the smallest investment.

ST. LOUIS PUBLIC LIBRARY SEP 30 1953

There are primary and secondary considerations of importance in presenting a packaged ethical preparation to the medical profession, through the channels of the retail and wholesale drug trade, which are worthy of mention, for they are so interrelated that to discuss only those of secondary importance, under which the package itself falls, would fail to give a complete and convincing picture.

The primary considerations are as follows:

1. The product must be meritorious, and by this hackneyed and abused term is meant that the product must be of the greatest degree of purity, must have been clinically and pharmacologically tested by recognized authorities, and of accurate and uniform dosage.

2. The presentation of the product to the medical profession must properly conform to and interpret the high ethics of the profession.

The practical secondary considerations are as follows:

1. The package must be convenient and readily accessible. Oftentimes it is much easier to close a package than open it. This is especially true of those packages which are to be opened and closed many times, and for which the manufacturer has not made proper allowance, often using too close-fitting lids, ill-chosen closures and poorly constructed cartons.

2. From the viewpoint of the retail druggist, the shape of the package, and the copy arrangement on the front panel are of great importance. The package should be so mechanically designed that it will sit on the shelves of the prescription case, without any danger of upsetting. It must occupy a minimum amount of lateral space. It must offer maximum visibility and legibility. And finally, there should be sufficient space available on the front panel to allow for the druggist's cost marking.

At first thought it would seem useless effort and expense to "dress up" or modernize a package which never goes beyond the druggist's prescription counter. On second thought, however, long years of experience have proven that even though the product's identity be shielded from the public's eye, the neater and more distinctive the package, the better and more lasting is the impression created on the physician and the druggist.

The truth of this statement is immediately apparent when it is considered that the physician in reality leads a dual life:

1. As a preserver of human life, the performance of which calls for utmost skill, presence of mind, knowledge and dependence on known medicines to accomplish a given result quickly and surely.

2. As a private citizen—a father, lodge member, golf or fishing enthusiast and general amateur tinker, subject to the same impressions and



Conservation versus modern interpretation in package appearance is evident in the selection, shown at the left, of corresponding old and new packages of the Wm. S. Merrel Company

impulses as any other consumer of like education, refined tastes and spending power.

The preservation of human life is far too important a matter, in the doctor's judgment, to take chances with new, unknown or untried products. Yet, the factors which lead him to buy a new brand of shaving cream, a new type of watch or a hundred other consumer products, because of the influence unconsciously, though nevertheless forcibly, exerted by a superior and striking package design, will hold true—though to a lesser degree—in his professional work.

The busy physician cannot be expected to stop, look and buy a pharmaceutical, with the same speed or abandon he would a new brand of cigarettes, but in his frequent browsing through the druggist's prescription room he will stop and examine a better and more attractively dressed package, making a mental or written note to investigate it, send for clinical samples, or otherwise take some positive action. And, assuming that such tests satisfy him that the contents of the new package are equal, or at least nearly so, to the product he has been using, which may be in antiquated dress, the power of the argument will all be in favor of the adoption of the better designed package.

Modern package design does not work as quickly in the ethical pharmaceutical field as in other less vital ones. However, it does play a part, making its influence known and felt by encouraging the pharmacist and the physician to examine and test certain products which might otherwise never be seen and used.

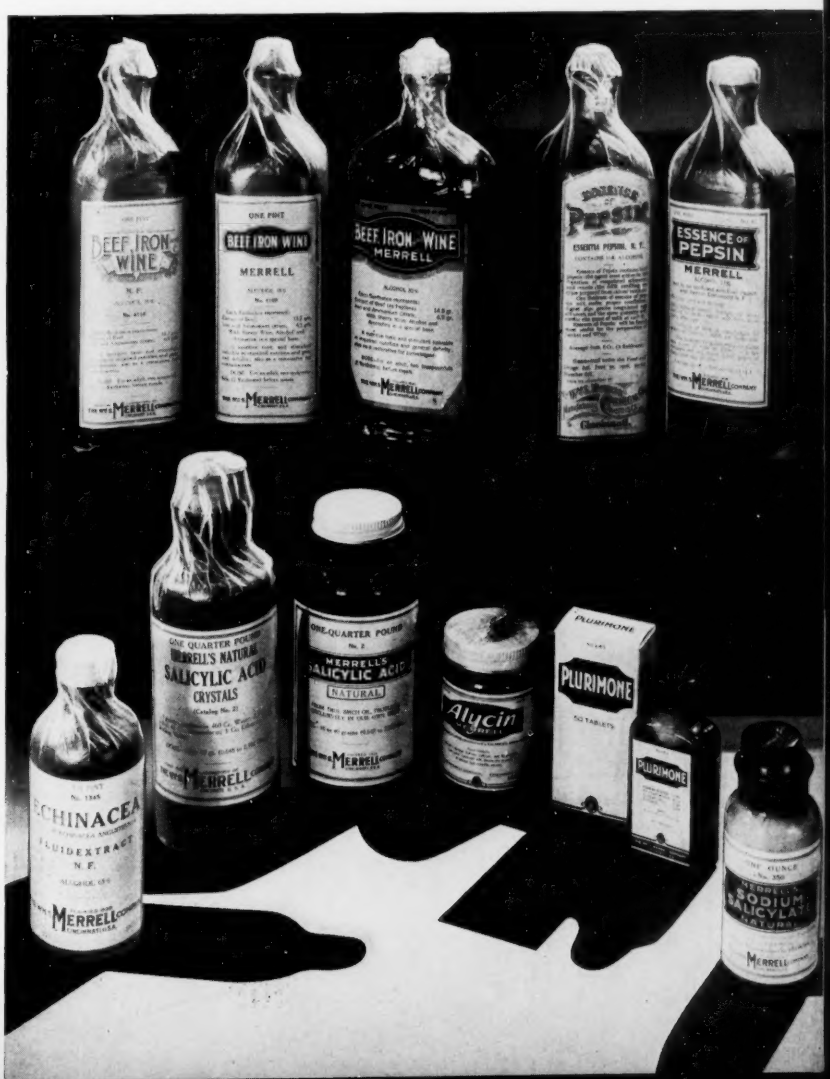
An excellent illustration is to be found in the experience of The Anasarcin Chemical Company, Winchester, Tenn., manufacturers of Anasarcin, an ethical medicinal product, helpful in the treatment of certain heart disorders. The accompanying illustration shows the method of packaging used during the period from 1900–1933, consisting of a miniature tin can, paper label and separate tin cover. Clinical or physician's samples were sent out in the flat tin boxes illustrated. The other illustration indicates the radical change made in 1933, a change which was made only after exhaustive investigation and planning.

The new Anasarcin package was designed to meet four specific requirements:

1. Since the product had been thoroughly tested, it was felt that the package should reflect the high regard held by the manufacturer for the efficiency of his product.

2. Since all men react to beautiful things, it was felt that the package should be beautiful, care being exercised, however, to avoid any suggestion of flamboyancy or poor taste, the color and design enhancing the legibility, and supporting the printed message, by inviting the eye to read it.

3. Since a unit of 100 tablets would last the general practitioner a considerable period of time, the new package should protect the product from deterioration, as well as making repeated access to the con- (*Continued on page 144*)



Other new Merrell products and packages which attain distinction and individuality among ethical items through the adoption of modern character and design in their dress

AS IT SEEMED TO US

EXPRESSIONS FROM EACH OF THE JUDGES OF THE 1933 ALL-AMERICA TWELVE PACKAGE COMPETITION

by Vaughn Flannery

AMERICANS like a winner, American business apparently likes the contest as a device for recognizing meritorious effort. The crates and bundles of packages and containers shipped into this packaging contest is ample evidence that American manufacturers are proud of the progress that they are making in packaging, and that they are eager to have this progress recognized.

There were seven of us on the jury, and somehow I suspect we were seven people setting out to decide what no seven people in the world could possibly decide. Granting the limitations of a group that sit in judgment of a contest of this sort, the jury worked hard and long in an effort to see to it that the most meritorious jobs were recognized.

Aside from whatever comment should be made about the awards, the entire collection of packages to be judged indicated that manufacturers are apparently much more alert to improvements in the production, convenience and economies in packaging than they are in the appeal of attractive design. The last few years have apparently laid the fears that a manufacturer used to have about changing his package, and he is rapidly losing his timidity.

Much of the hokum about packaging has been wiped out and the "packaging experts" who yapped profoundly about "psychological color schemes," "optical illusions which made packages look bigger on the shelves," etc., etc., seem to have been dropped by the wayside—for which we can all be thankful. The more alert manufacturers are beginning to experience the dollars and cents value of a package design and are beginning to appreciate this much neglected phase of good packaging.

No doubt the depression has fostered a lot of new packages in a sort of desperate effort to do anything that might effect sales favorably, but at the same time I suspect fewer packages are being changed today just for the sake of making a change.

Fortunately the "modernistic" and "freak" packages are dying the death they deserve. Manufacturers are learning that the package which may be a "wow" with the package committee does not always appeal to the consumer, in most cases a woman. The most attractive packages today are those of practical construction and clean, simple appearance. Quite obviously it is the simple job well done that is bringing home the bacon.

On the negative side it should be pointed out that even among these hundreds of new packages, the good ones still stood out with prominence. It was an easy task to pick the half dozen best packages in any group. The difficulty in judging came when it was necessary to pick the winner from the half dozen. While almost without exception these new packages were an improvement over the old, it did not necessarily follow that full and complete advantage had been taken of the repackaging opportunity. Even among the new packages the good jobs were easy to spot. Then too, not a few of the less fortunate packages bore the scars and marks of the "package committee," that noble institution which seems peculiarly effective in perpetuating the theory that the more cooks the better the broth. Ordinarily it would be assumed that a packaging committee would be concerned primarily with *what* it wished to accomplish with packaging, but alas, it usually devotes most of its time to ignoring this question and trying to decide *how* the job should be done in every minor detail.

I suspect that the best way to get an attractive package was still the old simplest method. Let a manufacturer determine what it is he wishes to accomplish by his package and then employ a competent designer to work out designs to this end. The manufacturer should present his diagnosis and the designer should present his prescription. If the designer cannot do this he is not worth his salt—you've employed the wrong man. If he can do it, the less the manufacturer peers over the drawing board the more successful the resulting package will be. This, I suspect, is what happened in the case of the outstanding packages in the contest. Those packages which were awarded prizes are primarily evidences of an intelligent analysis of the problem involved, and an equally intelligent solution of this problem. Like most winning efforts they are the result of talent and good thinking.

by William M. Bristol, Jr.

AT the outset I would like to state emphatically that to me the so-called work of judging is really instructive and enjoyable; instructive because I have an opportunity to see, first-hand and easily accessible, all types of packages representing newer developments of designing, new materials as well as new uses of old materials, merchandising angles. In fact, a kaleidoscopic picture of what many brains and much thought is doing to inveigle the American consumer to part with her or his Rooseveltian dollar. The very attractive display that MODERN PACKAGING prepares to exhibit the various entries makes a favorable impression upon any one who first sees its showroom and office arranged for the judging. That is the quick picture. (*Continued on page 81*)

THE 1933 ALL-AMERICA TWELVE

★ A. & P. COFFEE ★ JOHNSTON'S OLD FASHIONED CANDIES ★ REVERE CLEANER ★ FLEISCHMANN'S DOG YEAST ★ PAUL JONES WHISKEY ★ ENCYCLOPAEDIA BRITANNICA ★ KINGAN & COMPANY MEAT PRODUCTS ★ CAMPANA'S ITALIAN BALM ★ SHERWIN-WILLIAMS BRUSH DISPLAY ★ STARKEY FARMS ASPARAGUS ★ HICKOK BELTS ★ PIONEER BELTS

DISPLAYING 884 entries—as against a total of 357 entries in last year's competition—the All-America Twelve for 1933 offered an interesting study, both as to increased number and diversity. As opened to the judges on January 9th, these entries, which included about fifteen hundred packages, occupied all available display space in the Exhibit Room of MODERN PACKAGING as well as additional areas in the corridor and offices.

Segregated in groups for the judging, the entries were as follows:

Cartons	182	Collapsible Tubes	34
Bottles and Jars	181	Wrappings	28
Metal Cans	121	Molded Plastics	27
Set-Up Boxes	117	Miscellaneous	27
Displays	91	Fibre Cans	22
Family Group	35	Bags and Envelopes	19

Each group was judged separately by all of the members of the Committee, and individual ratings given to all of the packages selected as those outstanding in their respective groups. The highest rating in each group determined the winner for that group, such ratings being based on a total number of points or markings which gave proportional consideration to the appearance, sales value and construction and production adaptability of each package.

The presentation of the 1933 All-America cups, together with the Certificates of Award will be made at a dinner to be held the evening of Wednesday, March 14, at the Hotel Astor, New York.

The twelve winning packages, together with all other packages entered in the 1933 All-America Twelve competition are now on display in the Permanent Packaging Exhibit, 425 Fourth Avenue (29th Street), New York City. An urgent invitation to view this display, which will remain intact until March 31, is extended to all of our readers.

On the following pages are shown reproductions, in full color, of the winning twelve packages, together with their respective ratings and names of users, designers and material suppliers. Elsewhere in this issue are included the impressions of the competition as expressed by the judges. The photographs, with the exception of the Kingan group, were taken by Alfred Cohn. The Kingan group was photographed by William Houck. The drawings of the judges, reproduced on this and the following page, were done by Charles Francis.



CHARLES AUSTIN BATES
MERCHANDISING



HARRY HOLLAS
RETAILING



WILLIAM M. BRISTOL, JR.
PRODUCTION



VAUGHN FLANNERY
ADVERTISING



KATHARINE FISHER
CONSUMERS



TRAVER SMITH
SALES



EGMONT ARENS
STYLE



ALL-AMERICA
TWELVE
1933

Company using package: American Coffee Corporation, New York
Designer: Egmont Arens
Forming, printing, filling and sealing machinery: Package Machinery Co.
Glassine liners: Riegel Paper Corporation and Rhinelander Paper Co.
Closure: Acme Steel Company
Ink: International Printing Ink Corporation

CUP WINNING ENTRY IN BAG AND ENVELOPE GROUP

Rating: 95%

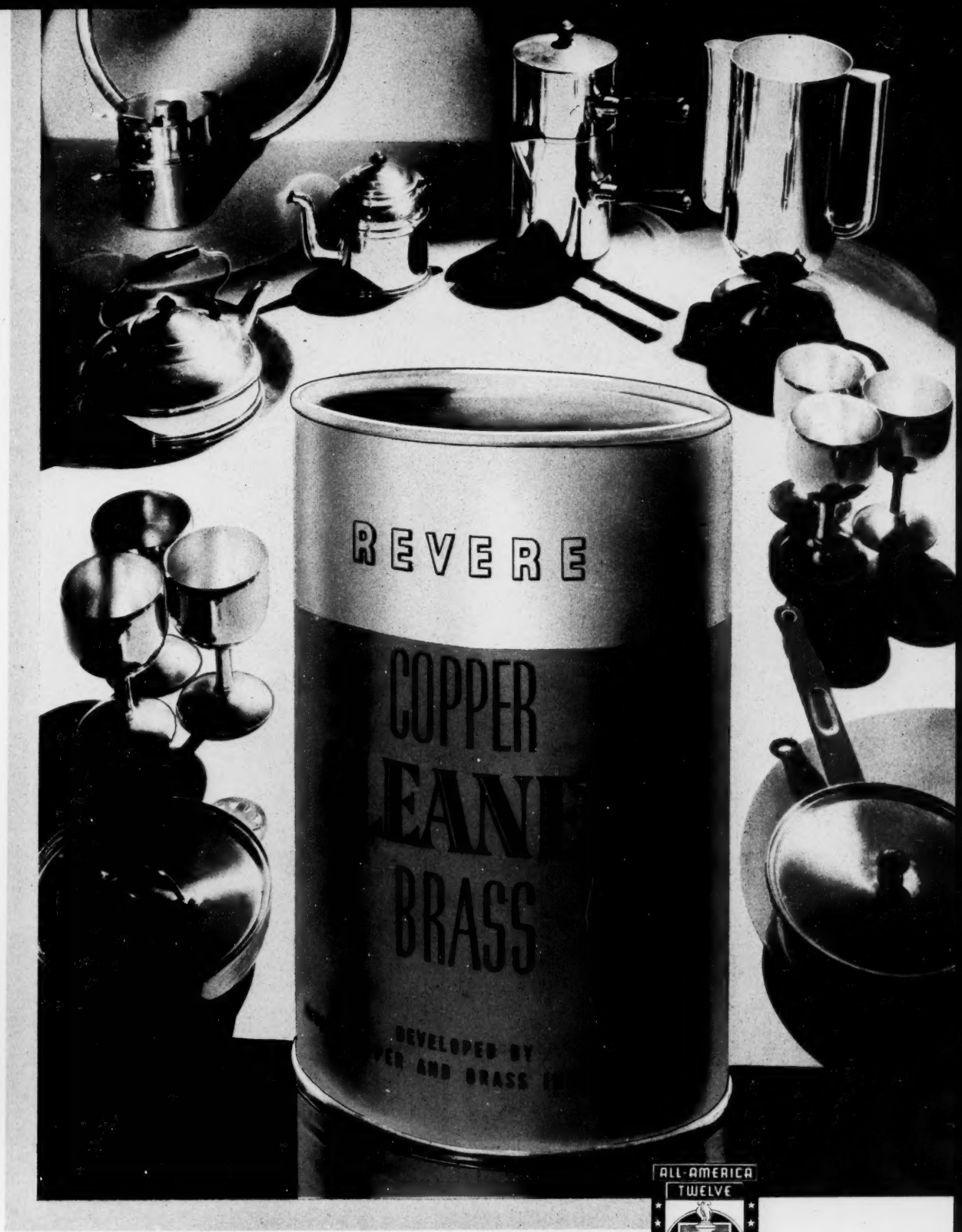


ALL-AMERICA TWELVE 1933

CUP WINNING ENTRY
IN SET-UP BOX GROUP

Rating: 93.3%

Company using package: Robert A. Johnston Company, Milwaukee, Wis.
Designer: R. P. Olmstead
Box: Molitor Box Company
Box covering paper: Menasha Products Company
Label: Milwaukee Label and Seal Company



ALL-AMERICA
TWELVE
1933

Company using package: Revere Copper and Brass, Inc., Rome, N. Y.
Designer: Norman A. Schuele
Fibre Can: American Can Company
Labels: Read Printing Company
Metallic coated paper: Artcote Papers, Inc.

CUP WINNING ENTRY IN FIBRE CAN GROUP

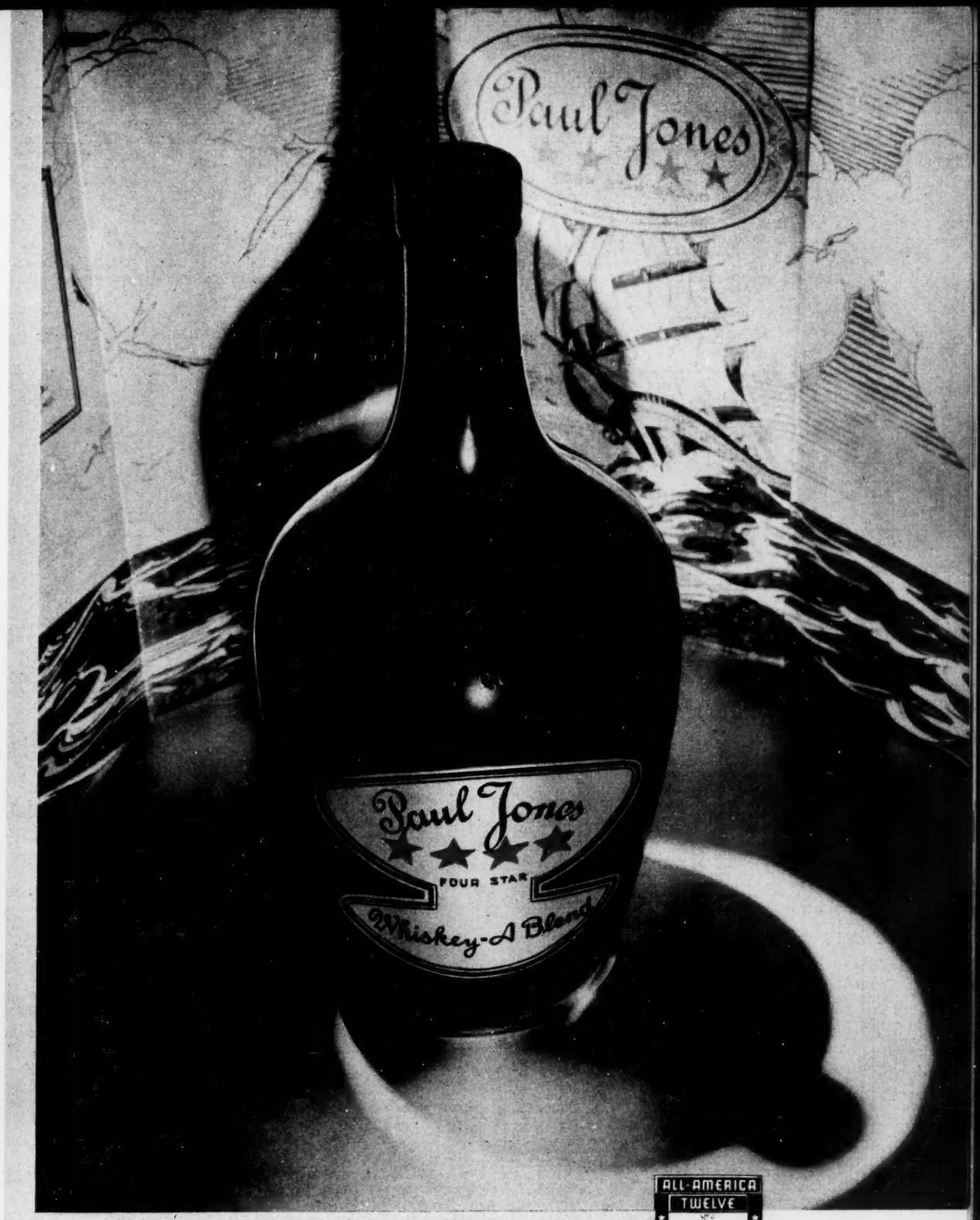
Rating: 91.4%



ALL-AMERICA
TWELVE
1933

CUP WINNING ENTRY
IN METAL CAN GROUP
Rating: 91.3%

Company using package: Standard Brands, Incorporated, New York
Designer: Harry Rodman
Can: American Can Company



ALL-AMERICA TWELVE 1933

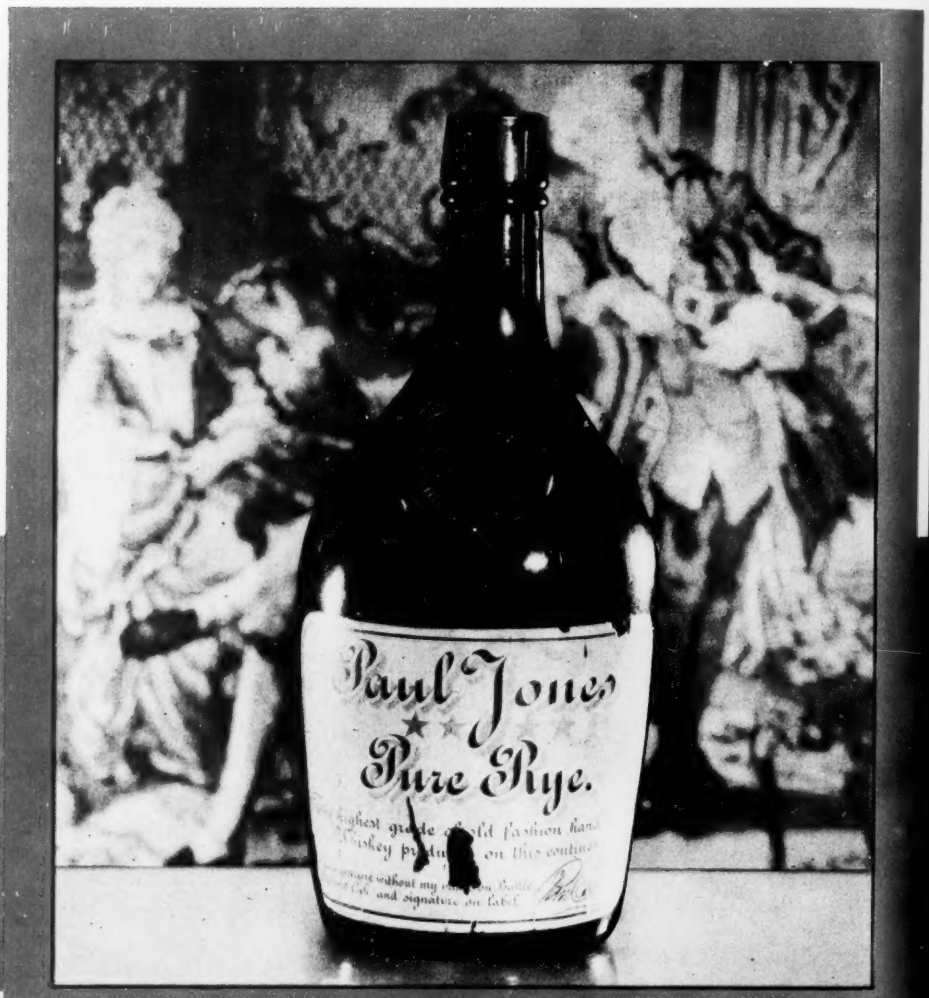
CUP WINNING ENTRY IN BOTTLE AND JAR GROUP

Rating: 90.8%

Company using package: Frankfort Distilleries, Inc., Louisville, Ky.
Designer: S. C. Miller
Bottle: Owens-Illinois Glass Company
Closure: Closure Service Corporation
Label: F. E. Mason & Sons
Foil: Reynolds Metals Company

An Achievement

CREATED BY



Here is where Owens-Illinois studies your packaging problems and develops interesting, new, modern designs—outstanding as sales-getters, as well as prize winners.



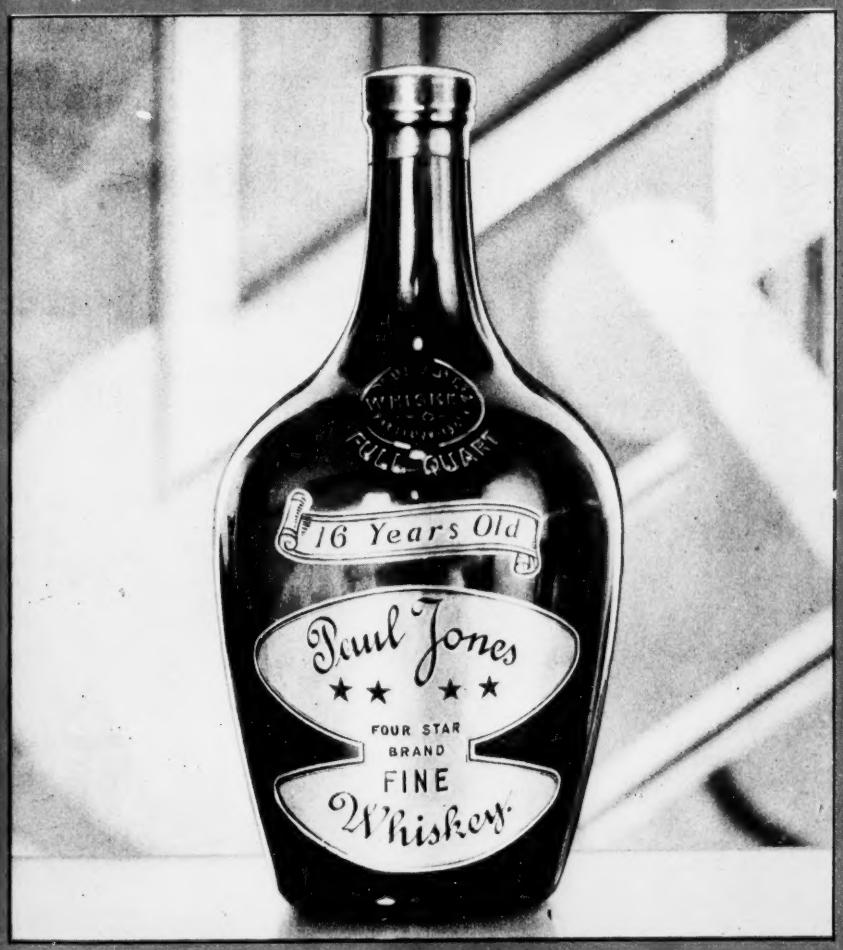
The Old

Through the creative genius of Owens-Illinois designers, a fine old bottle of early American days has been converted into a modern sales stimulator—and a *prize winner*. The award of first prize to this bottle by the judges of the Modern Packaging All-America Twelve Competition is further evidence of achievements which bring fame and increased sales to users of *On*Iz*ed* modern glass containers.

Owens-I

ntin Design . . . .

D BOWENS-ILLINOIS



OnIzed CONTAINERS

These **OnIzed** *glass containers were last year's champions. O'Cedar Wax Package and Campana's Italian Balm both won first prizes in Modern Packaging's 1932 Contest. The O'Cedar Wax design was accorded also the Wolf Packaging Award for 1932.*

The New OnIzed *Design*

This testimony to the eye-appeal of the **On**I**zed** glass package reflects the completeness and effectiveness of **On**I**zed** Service. This service means—Accuracy . . . Strength . . . Selection . . . Design . . . Package Suggestion . . . Prompt Delivery—the things that help you do a better selling job. Write us about your packaging problems and profit by **On**I**zed** service. Owens-Illinois Glass Company, Toledo, Ohio.



s Illinois

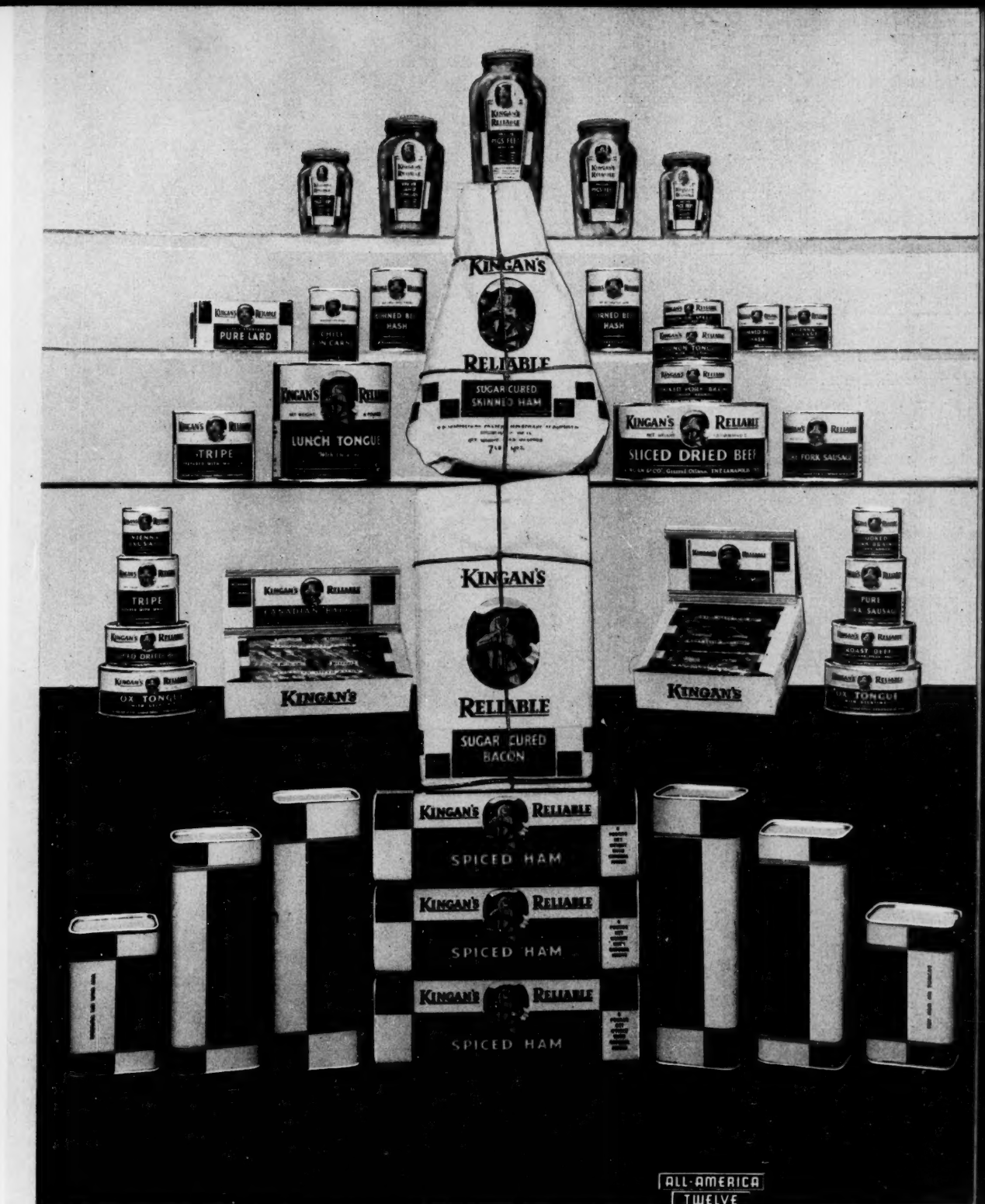


ALL-AMERICA TWELVE 1933

CUP WINNING ENTRY IN WRAPPINGS GROUP

Rating: 87.2%

Company using package: Encyclopaedia Britannica, Inc., New York
Designer: Arthur S. Allen
Papers: Strathmore Paper Company and Beckett Paper Company
Printer: Quadri Color Company



ALL-AMERICA
TWELVE
1933

CUP WINNING ENTRY
IN FAMILY GROUP

Rating: 87.1%

Company using packages: Kingan & Co., Indianapolis, Ind.
Designer: Arthur S. Allen
Glass jars: Capstan Glass Company
Closures: Anchor Cap & Closure Corporation
Cartons: Sutherland Paper Company
Transparent cellulose wraps: Milprint Products Company
Inks: International Printing Ink Corp.
Label paper: Oxford Paper Co.
Label printing: Michigan Lithographing Co. R. J. Kittredge & Co.



ALL-AMERICA TWELVE 1933

CUP WINNING ENTRY IN COLLAPSIBLE TUBE GROUP

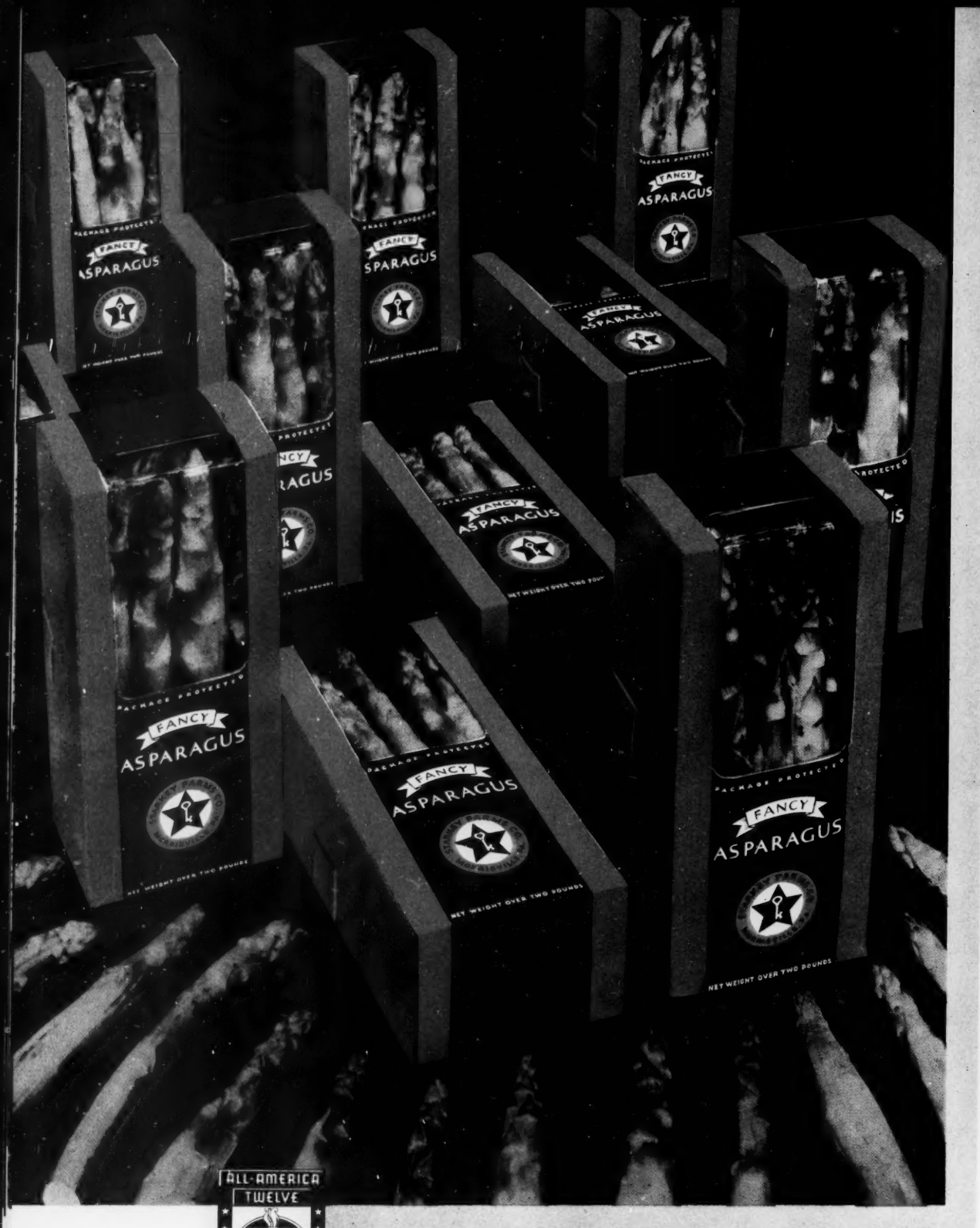
Rating: 85.8%

Company using package: Campana Corporation, Batavia, Ill.
Designer: Harry Farrell
Tube: New England Collapsible Tube Company
Carton: Illinois Carton and Label Company
Filling machine: F. J. Stokes Machine Company
Wrapping machine: Miller Wrapping and Sealing Machine Company
Closure resin: General Plastics, Inc.



Company using package: Sherwin-Williams Company, New York
Designer: Harold Mordan
Display: Einson-Freeman Company, Inc.

CUP WINNING ENTRY
IN DISPLAYS GROUP
Rating: 84.3%



ALL-AMERICA
TWELVE
1933

CUP WINNING ENTRY
IN CARTON GROUP

Rating: 82.8%

Company using package: Starkey Farms Company, Morrisville, Pa.
Designer: Emil Schaedler
Carton: Robert Gair Company, Inc.
Transparent cellulose window: Eastman Kodak Company



ALL-AMERICA TWELVE 1933

Company using package: Hickok Manufacturing Co., Rochester, N. Y.
Designer: John Graff
Boxes: Doehler Die-Casting Corporation
Zinc: New Jersey Zinc Company

CUP WINNING ENTRY IN MISCELLANEOUS GROUP

Rating: 74.8%



ALL-AMERICA TWELVE 1933

CUP WINNING ENTRY IN MOLDED PLASTICS GROUP

Rating: 61.4%

Company using package: Pioneer Suspender Co., Philadelphia, Pa.
Designer: H. A. Peter
Molder: A. L. Hyde
Resin: Resinox Corporation
Metallic coated board: Artcote Papers, Inc.

PRODUCED BY INTENSOGRAF PROCESS BY MICHIGAN LITHOGRAPHING CO., GRAND RAPIDS, MICHIGAN

AS IT SEEMED TO US

(Continued from page 64)

A brief personal tour of inspection; and the fun starts. One or two packages nestled away among many others catch your eye—you pause—pick it up, examine it and then, unconsciously, think to yourself, "that's clever" or "that's attractive."

Personally, with my sympathy for the production manager, I am always impressed with that particular type of package which I can visualize is capable of being produced by automatic machinery and I presume that, unconsciously, I have a higher admiration of those packages which I know are handled or assembled with automatic machinery and in which nothing has been sacrificed either of beauty or adaptability in achieving the desired result.

I enjoy it because I think it is always fun to see and hear the reactions of the other members of your committee—to get the designer's slant—the woman's angle or the particular wrinkle that appeals to the merchandising expert. I think you have an excellent conception in selecting all phases of the modern business that handle packaged products in granting representation with equal importance to the component parts: designing, advertising, marketing, producing, etc.

From my experience I would state that the hardest problem is not the mere matter of selection as it is to attempt to compare packages of entirely unrelated products necessitating entirely different treatment, and, in many cases, I feel sure that if the sales manager or the advertising manager or the package designer could explain the whys and wherefores, many packages that go by unnoticed would receive considerably more than one examination. But, after all, I presume that a similar story could be told for each entry and we probably would end up exactly where we started unless one sponsor could outsell another in making a personal appeal.

As to the contest as a whole, I have only two recommendations to make. First, that in the entries of displays, instead of one general group, three divisions be made. One representing window displays, and by that I mean full size windows; second, counter cards or small displays which carry a message but do not contain or support any merchandise; and third, what I will call, for want of a better term, merchandising displays in which the product itself is shown as a part of the display. It is in this field and in the miscellaneous field that the hardest problem of judging makes its appearance.

Second, I think more credit should be given in the allotment of the total points possible to the element of production. I know from bitter experience that the brilliant and artistic conception of the designer often presents an almost unanswerable problem for the production man to maintain the desired quality. In other words, the original drawing with its delicate shades and its close registration, all effectively worked out in the one sample package, upon which the advertising and sales department have enthusiastically passed judgment, becomes an everlasting nightmare to the production man whose job it is to produce millions of them with machines that are often temperamental, to say the least. I emphasize this point particularly because I think it represents very definitely one peculiarity of American ability; namely, we have made automatic machines operating at high speeds to replace human hands to a degree that is probably not equalled in any other country of the world. Naturally, as a production man, I make my appeal for a larger allocation of points for this phase of judging.

by Egmont Arens

TWELVE HUNDRED packages to judge! What an order! And on the whole it was the liveliest collection of packages that I have ever seen gathered under one roof. What seemed very encouraging was the rise in the general level of packages shown. There were more really good packages than ever before. As a result, the best packages did not stand out head and shoulders above the other packages, as in former years. The winners were crowded very close by numerous close seconds. I was struck with the general agreement of the judges on general principles, and a final selection. While there were naturally differences of opinion, yet certain fundamental principles of good packaging were acknowledged by all the judges. Most noteworthy, I believe, were the various examples of family groups. The judges were hard put to it to determine on the best group.

I would like to see a revision in the system of judging next year's contest, giving more attention to the merchandising aspects of package design: What is the package's function? What is its job? How well does it do that job? Does the color used help or hurt its function? Is the lettering legible, fast reading, appropriate? Does the package lend itself to mass display? What is the package's merchandising history? Did it increase sales?

By applying the principles of what I have called "Package Engineering" to the contest, I believe we could come a little closer in our award to what in practice would prove to be the most successful package.

by Katharine Fisher

THIS contest was indeed a challenging one to the judges, at least it was to me, not only because of the hundreds of packages to be judged but because in nearly every class there were not a few that called for a fine weighing of values in reaching a decision as to the winning package. The increasing attention given to package design was quite evident in this large display.

In the actual judging, the different viewpoints held by the judges was interest- *(Continued on page 142)*

THE PROOF OF THE PUDDING





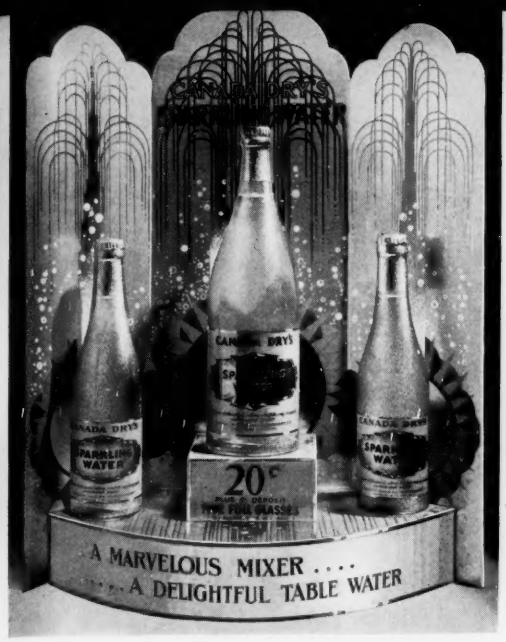






IT has been said that coming eve cast their shadows before. M the judges of the 1932 All-Amer package competition, in mak their decisions on the packages entered l year, selected those which, in their opinion, be met the accepted ideas of what constitut a good package. Boiled down to its prim function, the successful package must s or at least be of substantial aid in the sell of the product it contains.

The length of the shadow—the proof the pudding—as it relates to last year's winning packages is to be fou in the following paragraphs. From each of the companies, whose packag were selected, has been obtained a statement concerning the performan of its package.



AS O-Cedar Wax Cream was a new item at the time of our adoption of the label which caused it to be chosen as one of the winners in the 1932 All-America Twelve package competition, it is impossible for us to say what effect the package, or the award, had on sales.

However, I can report this: During the Century of Progress World's Fair last summer, I was in attendance at the O-Cedar booth nearly every day and we had frequent callers—both men and women—come to the exhibit and ask to see the "champion bottle."—John Chaffe, O-Cedar Corporation.

THE public took to the new package and in instance after instance we received reports of customers refusing to accept Italian Balm in the old package because they liked the new package so much better. This is rather contrary to the usual public reaction to new packages, but is nevertheless true. In some instances, of course, customers questioned whether this was the same Italian Balm as they had previously purchased, but the fact that we had retained the original logotype on the new package and the fact that our name is rather instinctive enabled sales people to quickly prove that it was identically the same product.

Last year during January and February when banks all over the country were closing up more rapidly than any one had any idea, our sales on this new package continued to mount to new highs.

This winter with economic conditions improving all over the country and a more natural season, our business from the start of our fiscal year (which is from July 1 to June 30) is 78 per cent ahead of last year. We attribute this in no small part to the new improved package we now have because this has helped our increase in sales. First of all, dealers are far (*Continued on page 139*)



THEY BROUGHT STYLE AND SALES TO THE PACKAGE

WHAT is this thing—trends in package design? To obtain an answer, if such was to be had, MODERN PACKAGING requested a brief opinion from each of several well known package designers. These expressions, we believe, are not only indicative of the objectives which are being sought in present-day package designing, but definitely point out the fact that the successful package is the result of planning in which every factor of construction and merchandising is allotted its full importance.

Although in condensed form, the brief paragraphs given are of important significance. To further acquaint readers of MODERN PACKAGING with those designers and their work, we have reproduced in each case a personal photograph as well as illustrations showing successful packages of their design. While actual sales figures have not been asked for, it is definitely known that gratifying results have been obtained in every instance.

In Mr. Allen's design of the Du Pont label, the color plan is made up of browns of high and low value. The word Du Pont is placed in red in the light value browns, and is most effective.

Appetite appeal through maximum visibility (function and speed) are dominantly present in the designs which Mr. Arens has selected as his illustration.

Easy recognition of seasonal decorations, as exemplified in Mr. Hassinger's packages, won successful counter sales for the manufacturer and his dealers.

The new Armour chile con carne package by Mr. Nash owes its success to the fact that its design recognizes the existence of two distinct classes of people who eat this product. Those who like it and would buy it in any package, and those who like it but do not think of it unless it is brought strikingly to their attention, as it is, decidedly, in this instance.

Mr. Ressinger tells us, anent the Ward's cleansing tissue package, "It happened to be one which I have designed to please my own sense of beauty."

Mr. Scheele in his design of the Mennen group, Manischewitz matzos and the Munson typewriter key packages has attained highly satisfactory sales results for those products.

Mr. Sinel offers the new Super-Sonotone and its package—an instance of both product and package design extremely well executed.

Three members of a family of packages for cotton, gauze and bandages is among the recent work of Mr. Switzer. A special feature, printed on the back of each package, is a first aid chart. "Where would you look for such information in your own home" is the thought exemplified by the designer.

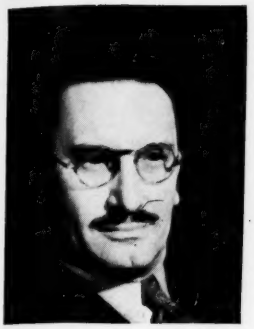
The De Haven molded razor box is one of Mr. Van Doren's designs while the Pro-Tek tube for De Vilbiss was done by Mr. Rideout. If one may be permitted to be facetious, it can be said that these two are the Gold Dust Twins among the designers—they work together, and obtain excellent results too.

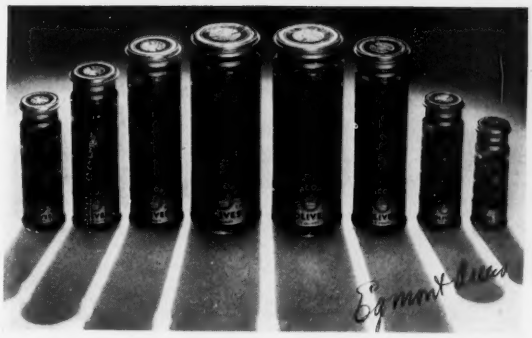
The Castillian line, the designing of which has been done by Mr. Wheeler, consists of nearly one hundred items, embodies the Old World spirit in a modern interpretation, and has the ability to typify quality as found in the imported soaps.



WE find a tendency toward more simplicity in design, and especially more space. It seems to me that space has more to do with the success of the average label or package than any other single thing. In reviewing the packages of the past year we find there is a further tendency to use fewer colors rather than more. It is seldom we use more than two colors in designs for the better things. We also find a tendency toward bringing designs into a family group, as illustrated in the design of the Kingan line. *Arthur S. Allen*







IN my opinion, the two most important factors which will determine the trend in modern package design are *function* and *speed*. In other words, a package must do a definite job and do it fast. A package, no matter how beautiful the conception of the artist, which is not patterned by *function* and *speed* cannot hope to survive in the tremendous competition that all products will face under the New Deal. In designing for function it is necessary to think out in advance exactly what is the merchandising background of your product, and plan it to most efficiently do its job under those conditions. *Egmont Arens*





STORE conditions, display requirements and consumer acceptance play a big part in the determination of a design for the modern package. Competition has forced many obsolete packages off the market. As we study these factors we realize that design alone will not always meet the situation. High visibility, legibility and easy recognition bear a great weight when a vehicle for a moderate priced article is considered. Changes today in merchandising methods are so rapid that one hesitates to predict what will happen in the next decade. *Daniel B. Hassinger*



THE trend in packaging today is being influenced by two important factors: First, the tendency toward price stabilization, with resultant increased competition at the point of sale; second, the growing need for reduced selling costs at every possible point. Hence I believe that the trend is pronouncedly toward a package that does an ever bigger share of the selling job—a package that is not simply a container depending on pre-selling efforts for its appeal, but on which is so designed and presented as to form a definite and important part of the entire sales program. *Ben Nash*







THE present trend in package design, in my opinion, is a more careful preliminary study of each package's place in the general selling plan of its contents. This study determines upon which classification of humanity the strongest attack is to be made. Usually it is the consumer. It may be concentrated at the retail outlet, or it may be applied after the consumer has purchased the product. This careful weighing of strategical force is what makes the package produce sales. As a result, usually the package is designed to achieve results regardless of aesthetic excellence. Occasionally, however, the designer decides that the best plan is to make the package as attractive as possible. *Paul Ressinger*





TRENDS in design styles have no place in modern industrial design. Style trends in packages would mean cheap copyists borrowing designs without regard for their adaptability from a functional viewpoint. Today, packages are being designed for results—to perform definite functions. Enterprising manufacturers have learned that in the hands of competent designers, packages can be created to accomplish desired results. In this respect there is a definite trend toward functional design in packaging whereby new packages are created with concentration on the same factors by which they will be bought and used by consumers. *Edwin H. Scheele*





TRENDS in package designing, as in all other activities, are established or motivated by the leaders in the field. When a package designer of well earned reputation produces a fitting and good looking package design we can expect to see many lesser designers imitating it a dozen different avenues without regard to appropriateness of purpose or production. The really competent designer considers the classification of the article, the consumer attention and consumer convenience aspects of it, the factory production and handling methods, the mechanical demands of the technical processes and materials concerned in the manufacture of the package and the article which it houses and protects. Such is true designing. *Joseph Sinel*



PACKAGES are becoming simpler in appearance, more legible, with copy arranged in such a way on the packages that it attracts attention and is read in logical order. Color is being used in a simpler, broader and more vigorous manner. The general appearance of the package reflects the nature of the product or its use more than formerly and there is a definite trend to make packages more useful or convenient. The best designs are not only cleaner looking and more legible but generally beautiful in many cases. These trends, correctly applied to merchandise, act as a permanent sales stimulant. *George Switzer*







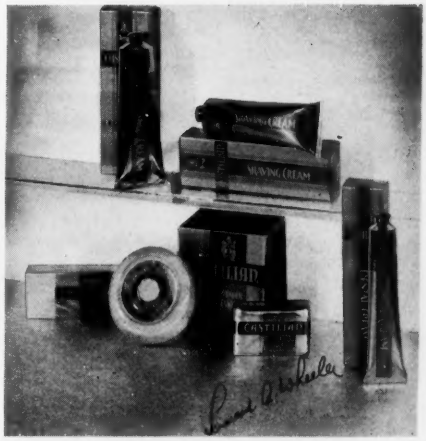
WHAT are the trends in packaging is a query which is hard to answer, save that there will be more and better in years to come. Your package proclaims your product, Mr. Manufacturer, so when you redesign you should give more than passing thought to materials, colors and, above all, designers. A package need not be pretty, but it must be appropriate. It is worth reams of other forms of advertising. In fact, it is your best advertisement, and worth paying well for. Check your issues of MODERN PACKAGING for new materials and methods. Consider customer convenience as well as looks. Be daring, but be sensible. Get the best thing for your product, or forget it and keep the old. *Van Doren & Rideout*







IN the nineties when everything had ornaments, frills and fringes, packaging essentially was heavy timber for shipping, and manila paper for ordinary convenience. The development since has been varied. Today we are finding a crystallization of beauty—and sales appeal—in the lines of function. Every line must serve a purpose, and, wherever possible, re-use must be considered. Throughout the whole scheme, consumer-tastes must be embodied in the package to an extent that meets the slogan, "Sell the Package and You Sell All." *Leonard Arthur Wheeler*



PRODUCT SEEING IS QUALITY BELIEVING

by Edward Thompson



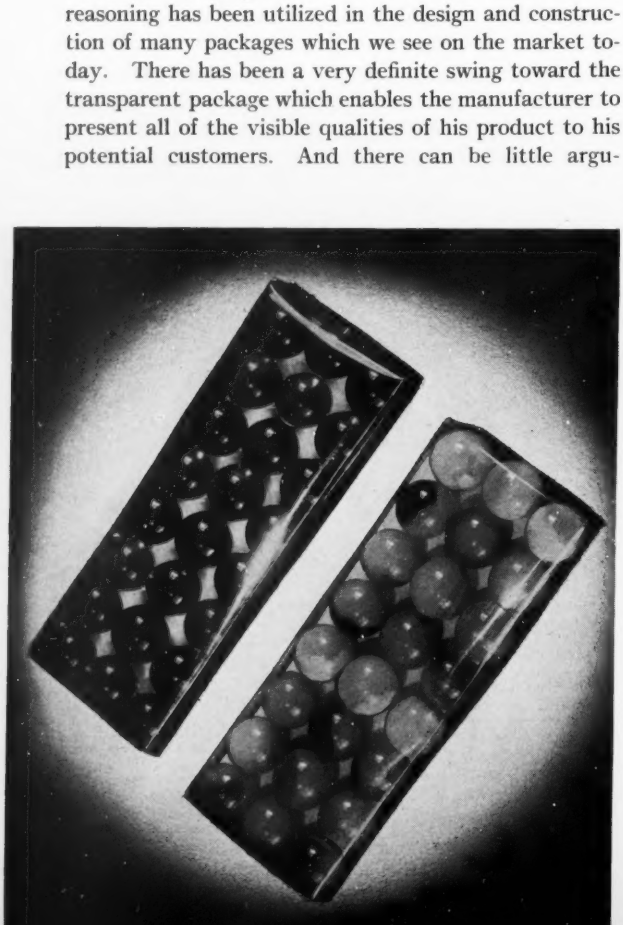
In transparent boxes of heavy gauge, the full appetite appeal of the product is permitted and a rigid, protective container is provided

A MODERN version of the old adage, "If a thing is worth doing, it is worth doing well," if expressed in merchandising patois, might well be, "If a product is worth showing, it is worth showing well." For, indeed, this line of reasoning has been utilized in the design and construction of many packages which we see on the market today. There has been a very definite swing toward the transparent package which enables the manufacturer to present all of the visible qualities of his product to his potential customers. And there can be little argument—granting, of course, the adaptability of the product—as to the preferential acceptability on the part of the consumer for containers or wrappers of this type applied to the goods purchased.

The development which has come as the result of this desire of consumer to see what he or she buys may not be considered a sensational one to the layman, who has a tendency to regard all transparent materials as being in the same category. But from a technical point of view, the processes by means of which have been evolved the various transparent sheet materials, used today in the packaging field, have been noteworthy and meritorious.

It is seldom that the purchaser of retail goods will question the characteristics of a container or wrapper, its ability to protect the product, retain its flavor or in any other way assure the quality of the merchandise so packaged. He or she buys primarily on appeal, on the first effect which is produced by the package. Subsequent sales are, generally speaking, the result of impressions created at the time of the first purchase—flavor, utility, comfort or any other effect on the senses.

Because of this, the manufacturer who seeks a steady market for his goods cannot, dare not err in the choice of the materials which he selects for his package. To successfully retain sales he must make certain that his merchandise reaches the customer in a state that assures satisfaction in every particular.



The small boy likes to see what he buys, too. Whether he plays for "fun" or for "keeps," marbles in packages like these are intriguing



Here's a way to check obsolescence in your moth preventative. A perforated transparent container permits maximum use while it lasts and lets you know when it's used up

•

It is to meet these requirements, then, that the suppliers of transparent packaging materials in sheets or rolls have conducted researches, developed and produced containers and wrappings to a point where, today, several types, differing chemically or structurally, are available. Each type possesses certain individual characteristics and is subject to varying application.

In the packaging field the use of transparent papers has been confined to wrapping products or containers of a more or less rigid nature. Articles packaged in paperboard or metal boxes, bottles, jars and such, supplied the necessary rigidity for the package to be wrapped in thin transparent sheets, ranging in gauge from .00088 to .002 in. in thickness. Likewise paper boxes with an opening on one or more sides wrapped in thin transparent material or provided with the standard "window" permitted a view of the product inside.

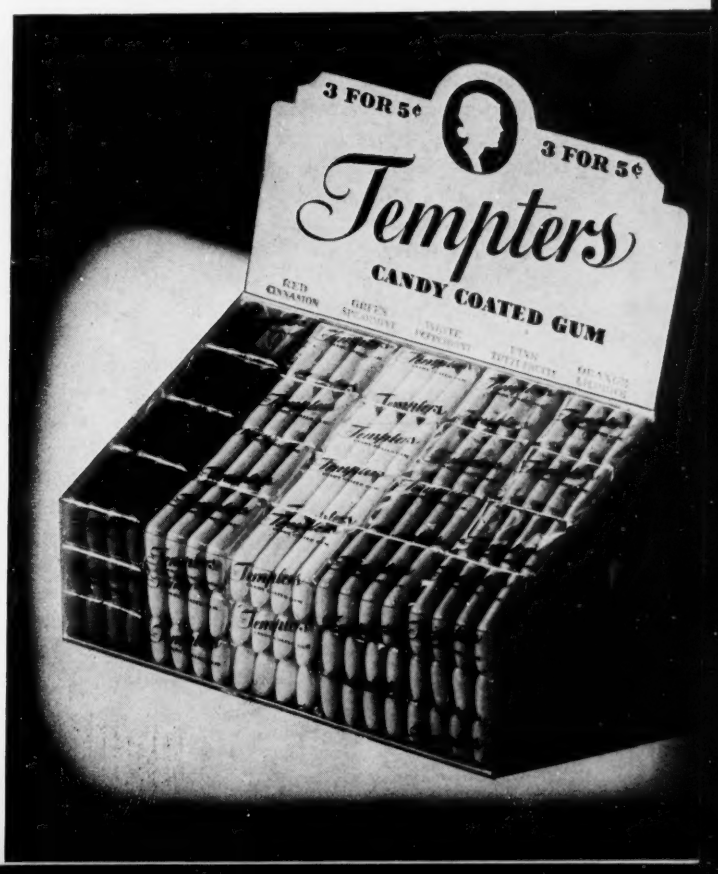
For some time, however, Protectoid, a patented transparent cellulose, in heavier gauges from .003 in. to .01 in., furnished in continuous rolls with a maximum width of 42 in. and in sheets of 20 in. x 50 in. over .01 in. in thickness, has been successfully used in direct packaging for many products which would otherwise have been put in rigid containers before wrapping.

The use of this heavier gauge, transparent material would seem to open up entirely new possibilities in the packaging field. It is crystal clear, and used either as a container or display affords complete visibility of the product, with all of the advantages of thin transparent wrappers. It is possible to print labels or other markings directly on the container or display.

Among the characteristics and properties claimed for this material are the following: Slow burning, commercially referred to as non-inflammable; non-shrinking; not susceptible to change of atmospheric conditions; odorless; possesses varying degrees of flexibility; greaseproof; moistureproof; insect and verminproof. It strips easily from sticky products, such as candy, dates, figs, etc., and can be formed in certain shapes in which it may be positively sealed to itself, to paper or paperboard. It may be obtained in colors.

The accompanying illustrations show a few samples of actual and suggested uses for this material. In each instance, the outstanding advantages lie in the fact that visibility to a maximum degree is obtained for the contained product, and rigidity for the container itself likewise secured. Protection there is, of course, in addition to the other qualifications enumerated above.

In a recent issue of MODERN PACKAGING, with reference to containers of similar type, the following statement which will bear repetition in connection with the foregoing seems pertinent: "There is no need to argue the merits of visible display. The buying public has wholeheartedly accepted the idea of 'see what you buy,' and the use of transparent containers for such products as can be properly and economically packed in them has resulted in increased sales of these products. So that the transparency possible through the use of the cellulose-acetate container registers as a decidedly favorable point."



Tempters have no more privacy than a gold fish. A rigid transparent display houses them in their transparent wraps and invites the buyer

Editorially speaking ★ ★

THE HUMAN SIDE OF BUSINESS



A TIME honored institution, there is probably no factor in industrial and business life which is more conducive to the coordination and promulgation of national progress than the so-called "trade convention." Discounting certain necessary selfish aspects which all of them must embody, there is offered, in such gatherings, more than an opportunity for the discussion of mutual problems, more than the mere getting together of a group of individuals for the purpose of exchanging trade gossip and opinions.

Outstanding is the advantage of improving acquaintanceship, of enjoying that social intercourse which forms the back-log of all industrial and business enterprise. It is through such contacts that we learn the measure of the men with whom we are directly or indirectly associated, and by such means we gain a more effective knowledge of the products or services they may supply. The convention furnishes us the opportunity to know the human side of business.

Any "old timer" will tell you that he looks forward to his "trade" convention. Hasn't missed one for thirty years! And when he meets Bill or Tom or Jack, the years roll back and they start right in where they left off—with the old arguments, the banter of earlier days or the more serious consideration of present problems which are peculiar to their individual avocations.

Now in its fourth year, the Packaging Conference, Clinic and Exposition opens its doors on March 13th under, let us say, far more favorable circumstances than those which marked a similar convention a year ago. We deplored the fact that many, faced with temporary embarrassment because of the bank situation, were unable to attend in 1933, and yet a goodly roster was in evidence. This year, so far as we can learn, a greater attendance (and, we believe, a more optimistic one) can be anticipated.

The year 1933 was definitely one of accomplishment in methods and materials as applied to packaging. A clearer understanding of the functions which the package can and does perform is decidedly in evidence—a situation brought about by the demands of consumers and the fact that the manufacturer, if he is to sell his goods, must meet those demands.

Also to be taken into account is the initiative displayed by designers and suppliers of materials and equipment in anticipating package requirements. Thus we have progressive developments in new methods, new materials and packaging ideas.

To old friends and new who are attending the meeting in its home city, MODERN PACKAGING extends a hearty and sincere welcome. We look forward with no unmingled pleasure to the opportunity of exchanging views, first hand, with those who have made possible the success of the packaging industry.

A JOB FOR THE DESIGNER



WITH the Tugwell Bill definitely in the discard, manufacturers of foods, drugs and cosmetics can rest more comfortably. In its stead is the Copeland Bill, offered as a substitute and embodying regulations which are less drastic and substantially more acceptable than those promised by the former. As recently expressed by *Printers Ink*, the Copeland Bill is "merciless in its provisions for penalizing the crooked advertiser (manufacturer). It is equally hard-boiled in its protection of the consumer against the minority of manufacturers who produce adulterated foods, fake proprietaries and dangerous cosmetics. Nobody is going to weep over the fate of these gentry; they should have been in jail long ago."

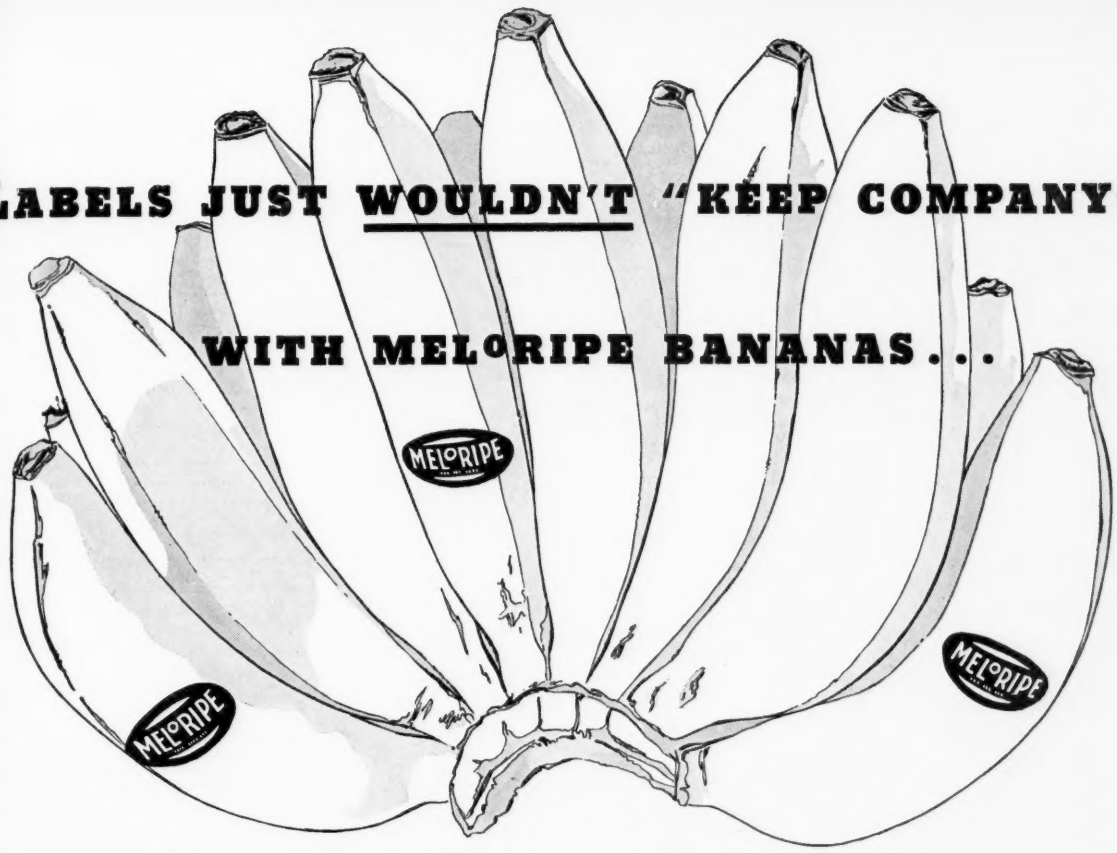
President Roosevelt has given the bill his unqualified endorsement; it has received official designation as an Administration measure and is to be reported in committee early in the week of Feb. 26th. Whether further changes from the rewriting of the original bill will be made before it is presented to Congress remains to be seen, although it is understood that this is to be done.

Certain doubts have been expressed as to the passage of the bill by the present Congress. Our own guess—not entirely an original one—is that it is a certainty. But, whether or no, we can definitely anticipate that this bill or its successor will direct a change in product identification, via the label. There is therefore, in the offing, a problem for the package designer: to include, in the display space allowable, an arrangement of elements—color, type, decoration—which will comply with regulations and at the same time effect a combination which will perform a merchandising function for the packaged product. Unquestionably the problem will be met, and in a manner which will, in its final form, have the approval of consumers.

H. E. A. Bluthenthal.

LABELS JUST WOULDN'T "KEEP COMPANY"

WITH MELORIPE BANANAS . . .



until Dennison's laboratory brought them together

THE MELoRIPE Fruit Company wanted to individualize their MELoRIPE brand with an attractive label that would adhere to bananas for as long as from 7 to 10 days.

The Dennison laboratory tackled the problem, and after months of research and many experiments, developed an entirely new gumming that completely solved the difficulty. Then, to be sure that the labels were applied with the greatest efficiency and economy, an improved method of attaching was recommended and accepted.

In addition, Dennison service designed and printed special advertising crepe for window use . . . and developed new window displays for the product.

A striking example of how one complete service can act in many different ways to merchandise and build up sales-appeal for any product.

TAKE ADVANTAGE OF DENNISON SERVICE! We are ready to help you with your problem. Whether your product needs tags, boxes, displays, labels, printed transparent wraps, inserts...we have complete facilities at your command. *You are not obligated in any way.* Simply mail us the coupon below, and we will send you our new "Package Analysis Chart." Fill in the necessary data and return the chart to us. We will do the rest.

Send for Dennison's "Package Analysis Chart"

DENNISON MANUFACTURING CO.
Dept. Q-227, Framingham, Mass.

Please send us your FREE "Package Analysis Chart."

Name.....

Firm .....

Street Address.....

City .....

State .....

THE BUSINESS OF PACKAGING—III

by Francis A. Westbrook, M.E.

THE packaging of liquid products naturally involves several features peculiar to itself, for the filling of the containers calls for special equipment and the operation of labeling is almost always present. The containers, of course, are bottles or jars on which labels are pasted directly, and they are then usually packed in some outer container for protection or display purposes, or both. However, many products such as condensed milk, paint, fruit juices, etc., are placed in metal cans which are decorated either with lithographing or paper labels and which must be hermetically sealed.

It is necessary that the containers for liquid products be thoroughly cleaned before using. In certain instances, such as with beverages, the containers are returned by the consumer and require washing before they are refilled. In other cases the new containers must be washed. For these purposes, jar and bottle washing and drying machinery which save a great deal of labor and expense are made by several manufacturers. It should be borne in mind, however, that the cleaning of new jars and bottles of merely such dust and dirt as may have accumulated in shipping and storage is a very different proposition from cleaning returned used containers, which call for an entirely different type of machine.

Among the latter are several types of machines made by the Karl Kiefer Machine Company for the cleaning of new glass containers. One of these is a rotary rinser and sterilizer with 72 spouts in which the rinsing is done with hot or cold water and the sterilizing with steam. One operator can handle 30 to 40 bottles a minute and two operators 80 to 100 bottles a minute. It is made so that containers up to one gallon capacity may be cleansed on this machine. Another type of machine made by this company embodies a conveyor which carries the bottles under a hood where they are rinsed and then brought out again. It is designed for catsup and other crown finish bottles, as well as tumblers and jars. Another machine for handling crown finish bottles sterilizes as well as rinses and feeds the cleaned containers on to a conveyor line which carries them directly to the filling machine. This has a capacity of 120 to 149 per minute and occupies a floor space of only 4 ft. × 6 ft. Fresh containers which have not stood around long enough to acquire a film of grime may be cleaned of dust by a blast of compressed air. Automatic machines, adjustable for various sizes of bottles, operating on this principle are made by the Kiefer company which clean from 100 to 140 bottles per minute. Finally there is a drying machine which dries rinsed bottles by means of hot air. One type has a table with 300 hot air tubes over which the bottles are placed, and a capacity of 30 to 40 bottles per minute. Belt conveyors may be used to carry the wet bottles from the rinser to the drier and from the drier to the filling machine. There is also a combination conveyor rinser and drying conveyor by means of which one operator can rinse and dry as many as 80 bottles per minute.

TABLE 5. SPECIFICATIONS, ROTARY DRYER AND WASHER

Capacity	60 to 120 per min.
Height	55 inches
Overall diameter	54 inches
Motor	1/4 h.p.
Water consumption	9 gal. per min.
Water inlet	1 inch
Waste outlet	2 inches
Steam inlet	1/2 inch
Min. water pressure	15 lbs.
Min. steam pressure	20 lbs.
Net weight	825 lbs.
Shipping weight	1050 lbs.

The U. S. Bottlers Machinery Company makes machines for similar purposes and other service as well. For instance there are certain circumstances where it is necessary to wash the outside of the bottles on the outside and a special machine has been developed for this purpose and may be synchronized with the other machinery in the automatic production line. The company also makes washers for the cleaning of containers with soap or other cleanser which will cut a film of material which must be removed. Two washings are provided for and the machine has been designed accordingly.

U. S. Bottlers Machinery Company washing machines have been installed at the plant of Parke, Davis & Company which washes all bottles before they are filled. Small bottles washed by machine are fed by means of a long dryer to the belt conveyors of the filling machines. They are dried inside and out. Large bottles are washed in a rotary dryer and washer, the details of which are given in Table 5.

Liquid filling machinery is made to meet a number of conditions. For instance the Karl Kiefer Machine Company makes one for filling paint, syrup, oil, etc., into cans. It is adjustable for different sizes of cans and fills them with the right amount without overflow or waste of any kind. This feature of cleanliness and avoidance of waste is an important consideration in the use of such machinery. Other machines are made for pressure filling, and as a rule they handle bottles of wide variety of shapes and sizes, with production running from 25 to 50 bottles per minute.

S & S PACKAGING EQUIPMENT IS AND ALWAYS HAS BEEN THE CHOICE OF LEADERS

For filling · packaging · weighing · sealing · wrapping · 15 to 120 per minute

A FEW WELL-KNOWN USERS

Detroit Soda Products Co.	Commercial Milling Co.	Ohio Salt Co.
American-Maize Products	S. F. Whitman & Son	International Salt Co.
Hecker H-O Cereal Co.	National Biscuit Co.	A. Goodman & Son
Smith, Kline & French	E. R. Squibb & Sons	Merck & Company
Crosse & Blackwell	Aunt Jemima Mills	Durkee Famous Foods, Inc.
Quaker Oats Co.	Morton Salt Co.	Hoyt Brothers, Inc.
Rosenberg Bros.	Parke, Davis & Co.	A. & P. Company
Maury-Cole Co.	H. J. Heinz Co.	Kind & Knox Gelatin Co.
Dow Chemical Co.	Helena Rubinstein	H. C. Brill Co., Inc.
Bristol-Myers Co.	Roger & Gallet	Frank Tea & Spice Co.
American Stores	Runkel Brothers	Johnson & Johnson
Standard Brands	Coty, Inc.	Spratt's Patent Ltd.
Royal Baking Powder Co.	Albers Bros. Milling Co.	Kellogg Company
Yardley & Company	Peoples' Drug Stores	Battle Creek Food Co.
Diamond Crystal Salt Co.	J. R. Watkins Co.	Canadian Industries Ltd.

Peter Cailler Kohler Swiss Chocolate Co.

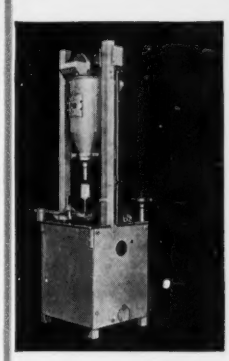
Philadelphia Wholesale Drug Co.

STOKES & SMITH Co

PACKAGING MACHINERY — PAPER BOX MACHINERY

Frankford, Philadelphia, U. S. A.

British Office: 23, Goswell Road, London, E. C. 1



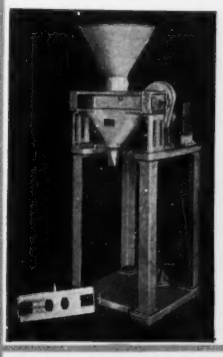
UNIVERSAL FILLER

For any powder, granular product or paste. Fills by gross weight, volumetric measurement or packing. Speed: 15-30 units per minute.



CONVEYOR NET WEIGHT SCALE

For nuts in shell, hard candies, flaked products, etc. Fills by net weight. Speed: 15-25 units per minute.

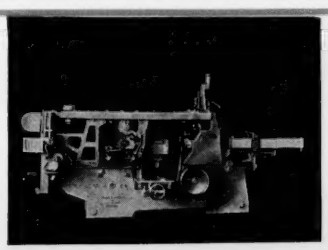


VOLUMETRIC FILLER

For salted and shelled nuts, tea, whole spices, flaked cereals, etc. Fills by volumetric measurement. Speed: 20-30 units per minute.

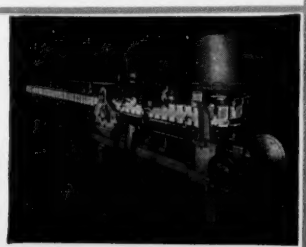
AUTOMATIC TIGHT-WRAPPER

For all food and grocery products. Automatically tight-wraps carton with printed label. Speed: 60-70 units per minute.



NEVERSTOP FILLER & SEALER

For all grocery products in cartons. Feeds cartons, bottom seals, fills, top seals. Speed: 40-75 units per minute.



WHEN YOU HAVE a PACKAGING PROBLEM

write .. wire or phone

CONTI



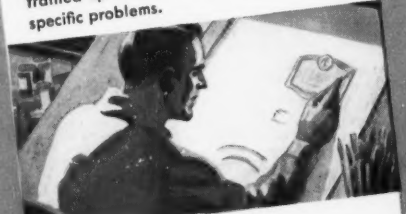
RESEARCH

In Laboratories completely equipped with modern facilities, a large staff of highly trained specialists are ready to solve your specific problems.



DEVELOPMENT

Here you may be shown how a new type of container, or perhaps an improvement on your present one, can help put your product ahead of present-day competition.



DESIGN

A group of Specialists ready to offer suggestions for improving your design or for an attractive new arrangement, in eye-compelling colors.



LITHOGRAPHY

Batteries of modern lithographic equipment, manned by craftsmen, aided by superior printing plates made in Continental's Master Engraving Plants, assure excellent containers.

"IT'S BETTER PACKED IN TIN"

CONTINENTAL

VISIT OUR
Interesting Exhibit at the Fourth Annual Packaging Exposition

NENTAL

WHETHER yours is a liquid, paste or dry product, Continental has available modern tin containers in many different sizes, shapes, styles . . . all widely adaptable, thoroughly protective and economical.

And, when you bring your package problems to Continental, you benefit from the knowledge and experience gained as the result of 29 years of helping successfully solve the package problems of many diversified industries.

Most important—you have access to the countless new package ideas constantly being created in Continental's Development, Research, and Design Departments.

A representative, skilled in "Packaging To Sell," will be glad to assist you at any time—'phone—write—or wire the Sales Office nearest you.

Baltimore, Md.
3500 East Biddle St.
Wolfe 9700

Boston, Mass.
131 State Street
Hubbard 7172

Camden, N. J.
Front & Arch Sts.
Philadelphia-Camden 8810

Chicago, Ill.
4622 West North Ave.
Spaulding 8480

Cincinnati, Ohio
2510 Highland Ave.
Jefferson 2201

Denver, Colo.
3033 Blake St.
Tabor 4261

Detroit, Mich.
1900 East Jefferson Ave.
Fitzroy 3292

Houston, Texas
P. O. Box 1007
Wayside 4163

Kansas City, Mo.
Guinotte & Lydia Aves.
Victor 7250

Los Angeles, Calif.
3820 Union Pacific Ave.
Angelus 7111

Memphis, Tenn.
265 West Trigg Ave.
Memphis 3-4622

New Orleans, La.
521 North Scott St.
Galvez 4145

New York City, N. Y.
100 East 42nd St.
Ashland 4-2300

Omaha, Neb.
8th and Dodge Streets
Omaha 1387

St. Louis, Mo.
P. O. Box 1242
Bridge 3550

San Francisco, Calif.
155 Montgomery St.
Garfield 7890

Syracuse, N. Y.
1016 East Water St.
Syracuse 2-2341

Wheeling, W. Va.
Hazlett Ave. & 8th St.
Warwood 760

CAN COMPANY

In addition to this the company makes vacuum filling equipment of different sizes as given in Table 6. A diagram showing how one of these filling machines fits into the packaging production line is given in Fig. 3.

The Crown Cork and Seal Company is another manufacturer of bottle filling machinery. This company makes pressure filling equipment of various kinds and sizes, and caters to the needs of the small plant as well as the very large ones. It also makes vacuum filling machines with a rated capacity of 30 bottles per minute with one operator.

There are several kinds of caps or seals for liquids, many of which require different kinds of machines to close them. That is, there is the simple old-fashioned cork, the screw cap, the cap consisting of shallow threaded metal shell, the two-piece cap, the usual crimped caps, molded caps, etc. Some of the machines used for applying the various types of caps will be discussed in the following paragraphs.

Screw capping machines probably have the widest field of usefulness, because so many types of closures are of this variety. One ingenious capping machine is made by the R. G. Haskins Company and embodies a flexible shaft which may be fitted with different sizes of chucks for different sizes of caps. This equipment may be suspended from the ceiling, say over a conveyor, or be mounted on a bench. It is particularly designed for fragile plastic caps or metal caps 54 mm. in diameter or less. For sizes larger than 54 mm. diameter the flexible shaft is omitted and the machine is mounted on a table or bench. The rate of production with these machines runs high. For instance, at the Goodman Chemical Company, Brooklyn, bottles in trays conveyed to the capping machine are capped by a girl operator at the rate of 160 per minute. The Fougera Company of New York, bottling Vapex, uses automatic filling machines and conveyors and the girl who does the capping easily maintains the rate of the filling machine which is 94 bottles per minute. Another interesting and practical variation is made by the William R. Warner & Company, Inc., also of New York, which uses one of these machines for several odd numbers in quantities not large enough to run on their automatics but where the capping rate of a gross a minute saves money. Of course in all of this type of screw capping machinery provision is made for securing a uniform tightness of cap.

TABLE 6. SPECIFICATIONS, AUTOMATIC ROTARY VACUUM FILLING MACHINE

Containers handled—Practically any shape or size of bottle.

Sizes of Machines: 24-tube, 18-tube, 12-tube, 8-tube sizes.
Special 16-tube and 12-tube sizes for bottles of unusually large diameter.

Capacity depending on size of bottle and nature of product.	24 tube	80 to 140 bottles a minute
	18 tube	50 to 90 bottles a minute
	12 tube	30 to 60 bottles a minute
	8 tube	20 to 40 bottles a minute

Operators—Only one operator is necessary to feed bottles.

Method of Feeding—24-tube, 18-tube, 16-tube, 12-tube machines are equipped with either conveyor feed or plate feed, from which the bottles go into the machine proper, each bottle being carried by an individual tray as the machine rotates. The 8-tube machine is made with plate feed only.

Discharge—All machines equipped for automatic discharge of bottles upon belt or corking conveyor which can be direct-connected. Capping or crowning machines with automatic feed can be direct-connected.

Operation—The machine is equipped with a supply tank to which the product flows from the manufacturing tanks. This supply tank has an automatic float shut-off valve and maintains an even level of liquid. As the bottles are fed into the machine and each bottle is lifted up to its filling stem, the bottle is sealed. By means of the vacuum plant, air is withdrawn from the bottles, and the product is drawn from the supply tank up through the machine and filled into the bottles as they pass around the machine.

Performance—Absolutely clean filling. No drip, waste or overflow. Bad bottles are automatically detected and pass through the machine without any liquid being filled in them. Constant, uniform production.

Adjustments—Settings for different size bottles require few and simple adjustments.

Cleaning—Hot water or a solvent run through the machine cleans it thoroughly.

Power Required: 24-tube machine—one 1/2 h.p. motor for machine, and one 1 or 2 h.p. motor for vacuum pump; 18-tube machine—one 1/2 h.p. motor for machine, and one 3/4 or 1 h.p. motor for vacuum pump; 12-tube machine—one 1/2 h.p. motor for machine, and one 1/2 h.p. motor for vacuum pump; 8-tube machine—one 1/4 h.p. motor for machine, and one 1/4 h.p. motor for vacuum pump.

Some types of caps, such as the Anchor Amerseal, require but a quarter turn and these can be also applied by machines designed for the purpose. The caps may vary from 1 1/2 in. to 4 in. in diameter and the rates of production run up to 45 per minute, depending on the skill of the operator. Other machines apply band type caps at rates up to 50 jars or bottles per minute, and still others vacuumize and seal 25 per minute. Jars and tumblers may be sealed by means of clamping in a gasket with solid cap at rates as high as 90 per minute where large scale production is called for, and they may be sealed and vacuumized at the rate of 72 per minute. They are so designed that, with certain types, conveyors carry the filled containers directly from the filling machines to the sealing machines.

Corking machines are used in many up-to-date plants. These include, among others, the Lambert Pharmacal Company, Ivanhoe Foods, Inc., C. B. Fleet Company, etc., which use corkers made (*Continued on page 111*)





There is no "CURE-ALL" *for packaging ills.*

The medicine man once offered his single remedy for all the ills of the countryside — and many were the brief but marvelous cures left in his path. The lure of his sales talk grew dim, however, before the growing recognition of the modern physician who carefully diagnosed his patients' troubles, offering the correct individual remedy for each case.

It is the desire of the Riegel Mills to serve in the packaging field like the modern physician, selecting from over 130 packaging papers the exact item to best meet each individual situation.

You will find Riegel Papers as liners and wrappers on many leading packages, promoting protection and sales appeal without ignoring economy or production efficiency. A complete portfolio of packaging samples and data is available. Write for it today.

RIEGEL PAPER CORPORATION
342 Madison Avenue New York

Riegel Papers



This is a sample of Riegeline-basis 24 x 36—20 lb.

PACKAGING SHOW BAEDEKER

AS MODERN PACKAGING goes to press, the following information concerning the program Fourth Packaging, Packing and Shipping Conference, Clinic and Exposition is furnished by the American Management Association.

The Exposition will be open from 1:00 P.M. to 10:00 P.M., Tuesday, Wednesday, Thursday and Friday, March 13 to 16, inclusive. The conferences will be held from 10:00 A.M. to 12:30 P.M., Tuesday, Wednesday, Thursday and Friday, March 13 to 16, inclusive. Exposition and conferences will be held at the Hotel Astor, New York. The following addresses will be made at the conference sessions:

Tuesday, March 13, 10:00 A.M.

"The Value of Special Studies in Packing and Shipping," by C. M. Bonnell, president and editor, Bonnell Publications.

"Loading for Transportation," by Edward Dahill, chief engineer, American Railway Association.

"New Developments in the Packing and Shipping Field," by J. R. Watkins, Brunt & Company.

Wednesday, March 14, 10:00 A.M.

Discussion of the Copeland Bill, by Dr. L. V. Burton, editor, *Food Industries*.

"From Letterhead to Freight Car"—the redesigning of the complete line of Kingan & Company meat products—by Arthur S. Allen.

The latter part of the morning will be devoted to the Clinic discussion of submitted packages.

Thursday, March 15, 10:00 A.M.

"Packaging Lilly Products," by C. R. Miller, merchandise design and control, Eli Lilly & Company.

"Promotion of Canada Dry Products," by Frank Carson, advertising manager, Canada Dry Ginger Ale, Inc.

The latter part of the morning will be devoted to a continuation of the Clinic discussions.

Friday, March 16, 10:00 A.M.

"Meeting the Government and the Competitor Half Way," by Paul H. Nystrom, professor of marketing, Columbia University.

"The New Deal Consumer," by Dr. Robert S. Lynd, Columbia University.

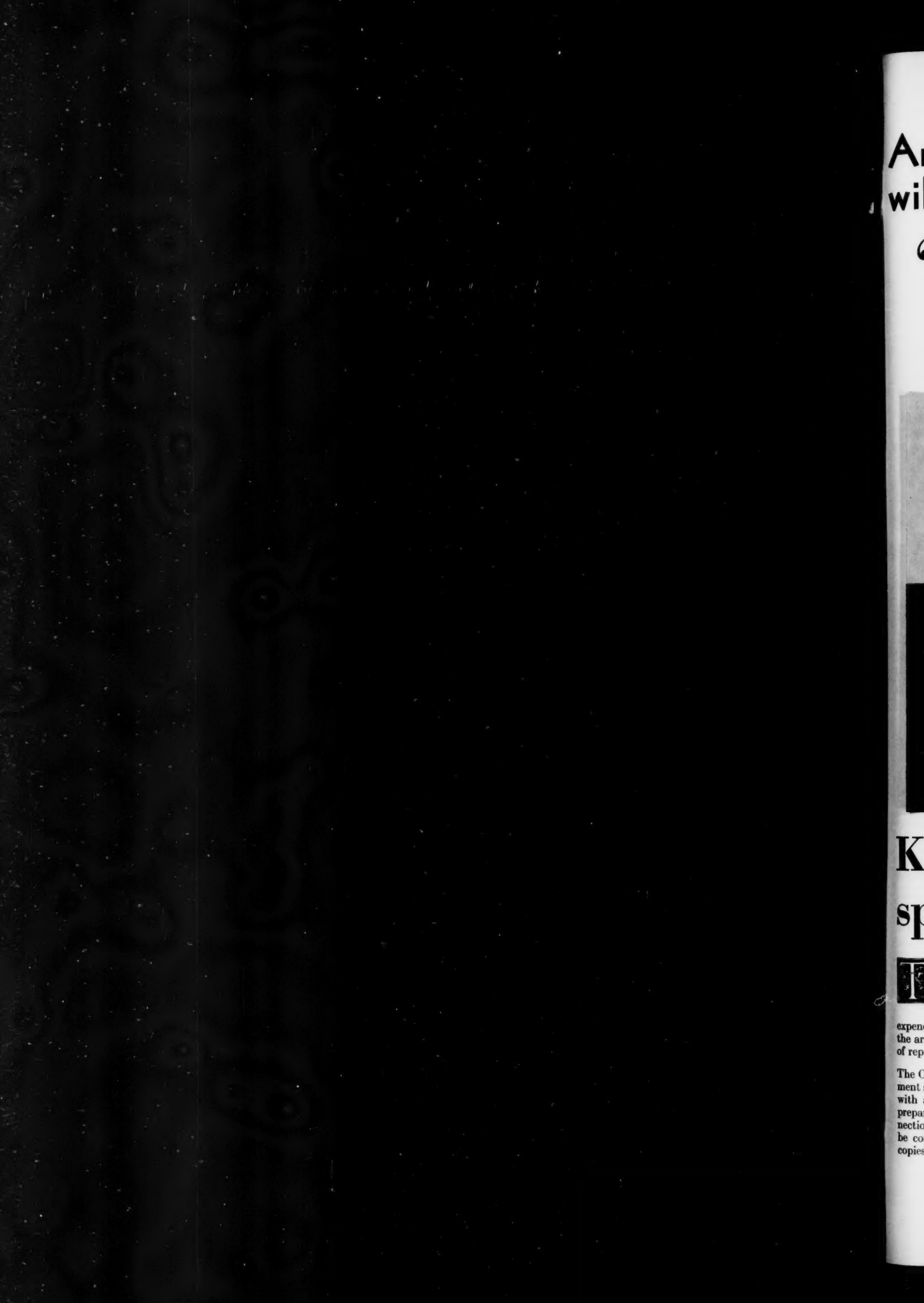
"Changed Outlook for Advertising Under the New Deal," by Kenneth Collins, Gimbel Brothers.

In the following table will be found the names of companies exhibiting, booth numbers, attending representatives and brief descriptions of equipment, materials and services which are being shown, according to the information furnished by exhibiting manufacturers up to the time of going to press.

NUMBER OF BOOTH	COMPANY EXHIBITING	REPRESENTATIVES	SUMMARY OF EXHIBIT
209	American Railway Association	Edward Dahill and associated engineers	Technical recording instruments; complete set of Freight Container Bureau publications; models of crated furniture, stoves, chinaware, etc.
147	Amsco Packaging Machinery, Inc.	Philip K. Keenan, J. Dale Keenan, George E. Boucher, W. A. Roberts, L. J. Smith and Edwin E. Messmer	Miller semi-automatic wrapping machine; Schlemmer sealers, Scandia sheet cutters and crimping machines, and wrapped packages.
109	Armstrong Cork & Insulation Company	D. L. Armstrong, E. F. Ebberts, S. L. Barnes, H. W. Knapp, G. C. Coleman, H. E. Wright, F. A. Jahnke, H. C. Seaman, Georges Wilmet and E. V. Carlquist	Artmold caps and jar covers; metal caps and jar covers, single and double shell types; crown caps, Cel-O-Seal caps and bands and embossed top corks.
130	Bakelite Corporation	Clinton W. Blount, David M. Buchanan, Ernest Jenny, Robert J. Barbour, C. Norris, Edward Vaill, Edward Brister and Allan Brown	Recent packages and closures of Bakelite Molded, with particular emphasis on use of this material in the liquor field.
302	The Bates Manufacturing Company	R. C. Bradshaw	Complete line of manufactures with special emphasis on Bates Staplers and bag fasteners, both hand and foot power.
316	Better Packages, Incorporated	Mills W. Waggoner, Theodore Kreuger, Charles Brandt, Tom Burkholder, Ira De Blayker and C. M. Prince	Full line of gummed tape sealing machines, automatic taping machines for sealing corrugated shipping cases.
131	Bostitch Sales Company	G. F. Ebers, William Beaver and A. P. Collins	Various types of Bostitch staplers and fasteners with applications of each; special equipment and staples.
129	Calkins & Holden	Egmont Arens, E. W. Ebel, O. B. Bond, Harold M. Schmeck	"Before and after" demonstration of the store of the past and that of the future, showing application of new packages.

BOOTH	COMPANY	REPRESENTATIVES	SUMMARY OF EXHIBIT
151	Celluloid Corporation	M. Demarest, W. J. Matt, Jr., and U. S. Avery	Sheet and rolls of Protectoid, printed and unprinted; cartons, bags and envelopes with Protectoid windows; transparent containers and boxes fabricated from heavier thicknesses of Protectoid.
120	The Cleveland Container Company	J. T. Henson, H. K. Ewald, A. Schoenfeld and W. F. Walker	Complete line of paper cans, metal and paper ends; tubes; heavy wall cores; curled end containers.
139	Consolidated Lithographing Corp.	E. R. Kresy and R. D. Cole	Labels produced for hosiery, textile, cosmetic, cigar, liquor and candy fields.
133	Container Corporation of America	Mr. Carpenter	Showing folding cartons and shipping cases, including some of the up-to-date liquor packages.
201–202–203	Continental Can Company, Inc.	H. A. Goodwin, J. M. Cross, F. F. Downs, Messrs. Caruso and Pierce	Tin cans of all sizes and types, featuring complete display of refinery sealed motor oil cans as well as new glass end can.
117	Continental Paper & Bag Corporation	C. B. Perry, B. W. McGrath, R. C. Hazen, H. G. Flegg, H. E. Blumenfeld, C. Ludwack, T. E. Noble and E. J. Paulson	Specialty bags for non-liquid products not demanding vacuum packing or protection of a rigid wall container.
155	Cross Paper Products Corporation	J. G. Wille and M. A. D'Andrea	Round paper containers, paper and metal ends; dusting powder and novelty boxes; precision paper tubes; paper cores.
105	Dennison Manufacturing Co.	W. M. Hilliard, H. M. Brison	Labels, including newer foils and designs; tags; displays; merchandise cards; printed transparent wraps, and boxes.
124	Dexter Folder Company	G. P. Fuller, John Bliss, H. R. Bliss, H. G. Louv, C. Fasch and L. H. Sandman	Various types of Bliss Stitchers; samples of boxes stitched on machines, Bliss boxes and applications of special wire stitching.
142	The Dobeckmun Company	W. E. Heibel, T. F. Dolan, W. D. Sweeny, J. W. Noonan and C. G. Kiskaddon	Featuring plain and printed Cellophane bags; printed roll Cellophane; "Doplex" (laminated); package development and design service.
136	Du Pont Cellophane Company, Inc.	E. K. Graves, H. Eiseman and M. C. Pollock	Latest developments in uses of Cellophane in packaging.
101	Einson-Freeman Co., Inc.	Arthur Freeman, Francis D. Gonda, Lawrence J. Engel, Albert Hailparn, William G. Adams, Jack A. Walker and Bernard Einson	Containers, floor stands, package pyramids and other "open display" and mass merchandising ideas—each illustrative of a different method of successful package merchandising.
154	Fibre Specialty Manufacturing Co.	G. B. Scarlett, H. R. Chandler, H. R. Stoops, R. C. Eisele and Ralph Woods	Returnable shippers, built to handle standardized units for rail and motor transportation.
143–144	Robert Gair Company, Inc.	Miss I. E. Marohn and J. D. Malcolmson	Featuring cartons and shipping cases for wines and liquors; also cartons and containers for foods, drugs and other products.
134	General Box Company, Inc.	N. W. Embry, L. W. Bauer and N. A. Fowler	Newest developments in nailed and wire bound containers; samples of containers used by wine and liquor industries; "Barrel-Paks."
118	General Plastics, Inc.	H. S. Spencer, F. A. Morlock, F. E. Brill, R. E. Dodd, Harry M. Dent, C. F. Landsheft, A. W. Hanmer, Jr., and R. M. Crawford	Durez in different forms, including caps for drug, cosmetic, food and liquor packages; molded jars, boxes, display stands and miscellaneous items.
115	Hanograf Corporation	Russell E. Thompson and Donald M. Wallace	Raised printing for labels, box wraps and displays.
113	The Hinde & Dauch Paper Co.	T. H. Gagen, H. L. Kast, J. H. Macleod and R. W. Whitney	Decorated shipping boxes; specially designed interior packages; various types of prepacking; special beverage boxes.
102	Kalamazoo Vegetable Parchment Co.	George A. Horton, George R. Spies, Harry Millman, Glenn Stewart and H. H. Jones	Featuring new developments; exhibits of old and new packages; promotion of photo-electric cell wrapped packages.
137	Lowe Paper Company	M. B. Lowe, E. M. Keller, H. W. Krueger, F. H. Amy, J. Gschwendtner, N. I. Bearse and R. C. Spencer	Ridgelo clay coated folding boxboard, including the new "Litefast" colors, special finishes; groups of folding cartons used in various fields.

BOOTH	COMPANY	REPRESENTATIVES	SUMMARY OF EXHIBIT
319	Marsh Stencil Machine Company	F. R. Harnisch, Wm. Traum and V. J. Fazio	Marsh stenciling machine, stencil brush, felt tip markers, stencil ink, boards, etc.
155	J. L. Morrison Company	Thos. A. Gibson, John Kehm, H. I. Lewis, Hedley Prout, Dave Schulkind and Wm. O. Sims	Morrison wire stitchers and sealers; motor-driven bottom sealer; wide range wire stitcher for display cards, envelopes, etc.
308	Nashua Gummed and Coated Paper Co.	E. A. Clark	"Tayper" machine for package sealing; "National" package sealer; "Itstix" gummed tape; "Glofoil," a roll leaf for stamping; paper covered boxes.
114	National Metal Edge Box Company	Elias Wolf, Leon Bauer, M. P. Junkin, J. Allen Jobes, Oscar Rambo, Emerson L. Bray, Linwood Wismer and Carl Banks	Examples of various types of "Metal Edge" packages and displays.
150A	Outserts, Incorporated	Robert R. Brown	Showing application of "Outserts" on several nationally known products.
111–113	Owens-Illinois Glass Company	F. J. Solon, S. L. Rairdon, A. R. Kohl, L. F. Treen, H. A. Barnby, E. W. Fuerst and T. K. Almroth	Special display showing replica of glass block building presented at the Century of Progress exhibition; complete display of glass container samples.
135	Package Machinery Company	R. L. Putnam, A. B. Hull, E. G. Westervelt, Robert Price, M. N. Allen, Kurt Bock, Clement Robillard, V. Pepitone and George A. Mohlman	Model 16 type machine for wrapping cylindrical package; adjustable for two sizes and registering printing by electric eye.
132	The Pilliod Cabinet Company	T. J. Pilliod, Charles Kulp, G. S. Heineman and E. H. Bergin	Merchandising packages involving use of gumwood, cedar and rare imported woods; new line of lace metal boxes and trays.
128	Pioneer Paper Stock Company	A. U. Claghorn, W. F. Bromstedt and R. E. Meyer	Complete line of paper packing materials for general, display and produce packing.
107	Pneumatic Scale Corporation, Ltd.	W. E. Coughlin, C. F. Doble, K. D. Doble, H. A. Shaw	Packages assembled on Pneumatic Scale equipment; photographs of machines; catalogs and bulletins.
106	Potdevin Machine Company	Julian Richmond, Henry Richmond, Walter V. Hunter and Charles Schaefer	Complete line of label pasting machines; samples and data covering paper bag, paraffining and roll printing machinery.
145–146	Riegel Paper Corporation	F. L. Triggs, Mr. Stone and Mr. Motlow	Complete line of packages showing uses of various papers made by Riegel. Booth covered with contrasting colors of "Crystalon."
152	Thomas M. Royal & Co.	Messrs. Ballard, Ellis, Quick, Rosengarten, Friend, Hamilton, Buchanan and Holloway	Representative samples of complete line of transparent and specialty bags and wraps; new "Bev-L-Pak."
149	Sefton National Fibre Can Co.	F. C. Allen, Jr., Stanley Lowen, and A. H. Grace	Assortment of types of fibre cans, used primarily for packaging of dry products.
110	Stokes & Smith Company	C. E. Schaeffer, D. E. Maxfield, L. G. Smith and W. B. Sanford	Various packages and containers for food, grocery, drug and chemical products handled on Stokes & Smith filling and packaging equipment.
126	Sylvania Industrial Corporation	H. H. Replagle, John Conti, Miss F. T. Helmer	Plain and moistureproof Sylphrap in rolls, sheets and applied. Samples of Sylphseal caps and bands.
148	Toledo Synthetic Products, Inc.	James L. Rodgers, Jr., Horton Spitzer, Sam Jones, Dwight Cook, W. N. Shepard and Paul Bryant	Special booth design by Van Doren and Rideout featuring representative Plaskon molded packages.
307	Triangle Package Machinery Co.	Louis R. Muskat and William R. Kirn	Display of cartons and other types of containers, from representative companies, of products packaged on Triangle equipment.
138	Union Bag & Paper Corporation	W. C. Mansfield, F. B. Miller, J. Duffy, B. Tottingham, E. R. Rickel, W. L. S. Alexander, G. B. Eustis and L. H. Flacksenhaar	Paper bag packages for bakery, food, confectionery, chemical, hardware and house furnishing products; special, transparent and heavy duty bags.
140	Union Steel Products Company	D. H. Bitney, W. Clark Mahoney, I. P. Nelson and C. F. Gaffney	Selection of metal and wire display racks shown with corresponding merchandise in place.
150	Charles W. Williams & Company	Alfred Williams, William E. Madden and George J. E. Buell	Samples of extensive line of box covering papers in sheets and rolls and applied to boxes.



Any label man will tell you—

"Better labels require perfect label-papers"!



KINGAN'S labels are printed on specially prepared Oxford papers

THE Oxford Paper Company had the pleasure of co-operating with Kingan & Company and with Mr. Arthur Allen, the designer of the entire new Kingan line, in the preparation of an especially colored supersheet for use on Kingan labels. It was largely because of the care expended in perfecting this base stock that the full beauty of the artist's original design has been carried through in millions of reproductions.

The Oxford Paper Company maintains a research and development staff which is at the service of any manufacturer confronted with a similar problem requiring the development of specially prepared label or wrapping papers. It is important, in this connection, to remember that while your initial order of paper may be comparatively small, you will eventually print millions of copies of the label or package you are now preparing. A little extra care, a little extra research (and probably no extra expense at all) will provide you with a base stock for your labels or wraps infinitely preferable to any "compromising" stock-item paper. For full information write to the Oxford Paper Company.

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230 Park Avenue **New York City**
or
WESTERN SALES OFFICE
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PACKAGE IDENTIFICATION AND PROTECTION

by Waldon Fawcett

THE eve of the Fourth Packaging Conference and Exposition is an ill-chosen time to throw a monkey wrench into the machinery of package progress. Worse, the luck that points the threat at the pet feature of this year's package show; viz., the proof that the American scene is developing a definite trend toward a national style in package design. No use, though, to close our ears to the news. The summons is here: Tomorrow's food packages must carry more copy.

Having heard the shocker, let us see, first of all, how this revelation contacts the evolution of an American school of package design. Then we can examine the basis of the warning of a revolution in lay-outs of food packages. And go into the details of the plot which is calculated to increase the typographical burden on every consumer-package in certain lines and on many shipping containers. Incidentally, not the least interesting aspect of this jolt to tradition is the manner in which it draws unit packages and shipping cases closer together as bearers of identifying messages.

Something to think about is the recent development, as an outcome of the NRA activities, that points to a change in label copy and, for the moment at least, disturbs the hope, held by many designers as well as users of packages, that simple designs were well "under the wire." In the food industry there is to be a shift to "unabridged data on the package" for already the macaroni industry has so written the mandate into its code. --Editor.

Challenge to the national style of package design arises from the fact that the turn of policies in the food trade, in effect, demands a more complex package lay-out at the very juncture when the general drift is toward a national mode that is strikingly in terms of simplicity in package design. If the American forces of creative packaging may be said to have united upon a characteristic expression it is a technique of high visibility. Execution that, while varying in detail, stresses, in common, broad planes of color, bold typography and terse legends.

This whole conception of package composition, designed for quick comprehension upon casual inspection, is affronted, one would say, by the new requisition for more information on the package. Frankly, the package designer, caught by the cross currents, has his job cut out for him to reconcile the two opposing influences. To be sure, the new cult of particularized package copy is at present confined to the food field—or rather to certain sections of the food field. But there is no telling whence it may spread. And the food domain, of itself, accounts for a goodly share of packaging activities.

Now, lest we have been putting the cart before the horse, let's have a closer look at the causes of the multiplication of package inscriptions. The development is a by-product of self-regulation of industry under the National Recovery Administration. On a hint from Washington, or on their own initiative, groups in the food field have undertaken to put over two projects in confessional packaging which have long tempted the Federal food censors. And which have, latterly, caught the imaginations of the social crusaders among the ranks of the New Dealers.

One ambition, which has been thus re-routed, is the desire to make compulsory upon the food distributor the disclosure of the primary source or seat of production of the product. The other coveted obligation is what is known as "full formula" labeling—the-whole-truth-in-packaging policy which would require the posting on the container of an enumeration of contents ingredients. Both these objectives were precious to the framers of the unlamented Tugwell bill. The first-mentioned was unsuccessfully angled for in the defunct Packers-Name-On-Label bill and similar plots that have been launched.

While we are discussing this strategy, which persuades trade associations to pull packaging chestnuts that one wary Congress after another deftly avoided, we may add that the same maneuver of intra-industrial cooperation is being em- (*Continued on page 134*)

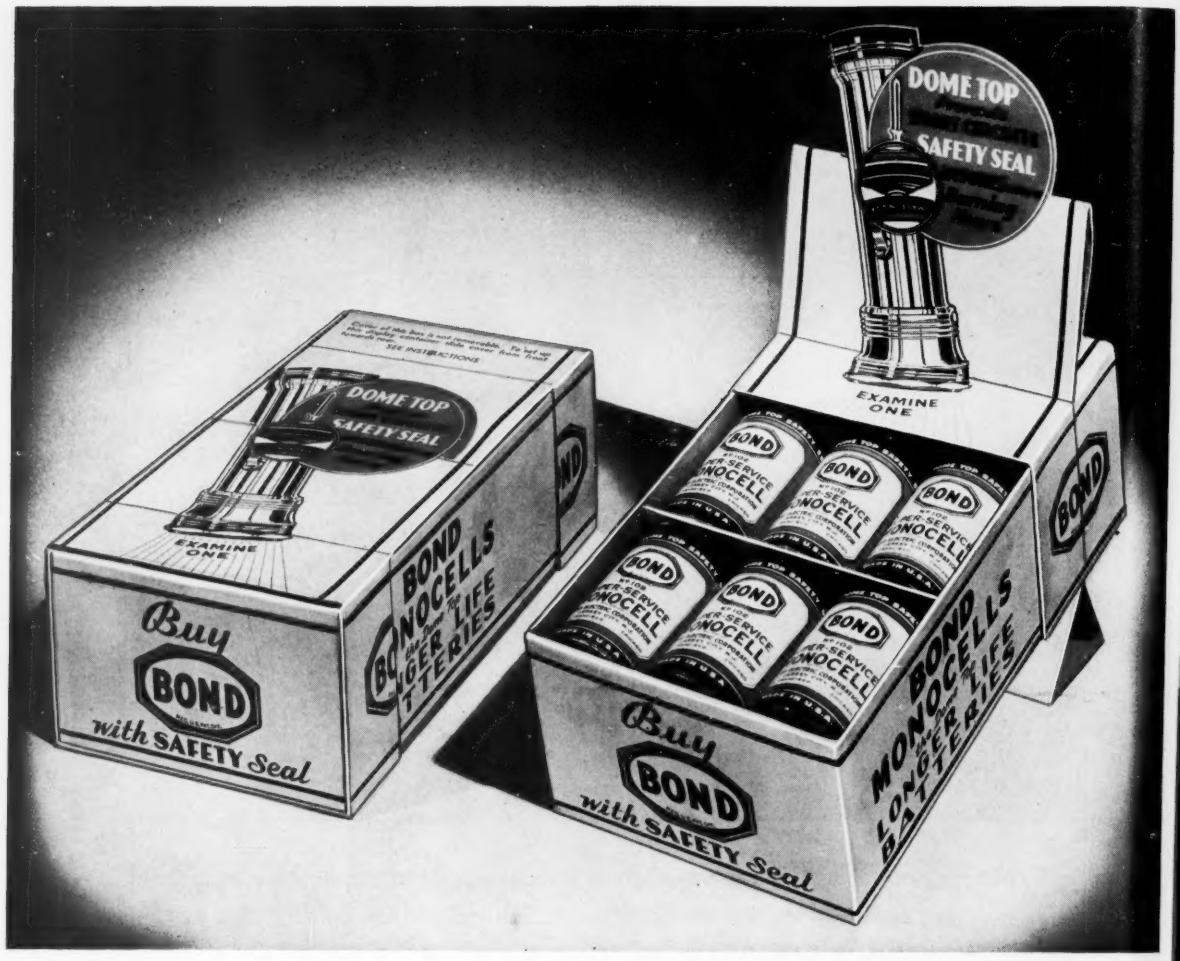
Compete with COLORS as well as Quality . . . .



FIRST the product — then the name — then the package. The product can be made profitably — the market is waiting for it — sales can be made. Next to the product itself the package is of greatest importance — before any merchandising program is launched care should be taken to see that the package is right — has a sales appeal — inspires confidence. If your product is packed in metal then the metal container should be lithographed in colors that last — in a design that catches the eye. Heekin Lithographed Containers, no matter the number of colors, are invariably distinctively attractive. First, because Heekin designers know how to put sales appeal into an improved design or to create a new one — and Heekin color lithography is the best — and most economical. Let us serve you. THE HEEKIN CAN CO., CINCINNATI, O.

HEEKIN
Lithographed
CANS

WITH HARMONIZED COLORS



TWO BILLBOARDS FOR ONE

THE principal business of the Bond Electric Corporation, with factories at Jersey City and elsewhere, is the making of light and selling it in the form of batteries and flashlights. Arriving at the conclusion that an improvement could be made in the retail display used for its Bond Monocells—one which would be of definite advantage to retailers and customers—the company introduced a radical change in the packaging of those flashlight batteries.

Standard packing in the trade calls for a unit containing thirty-six cells. However, the Bond company packs the thirty-six cells eighteen each in two display sections which it designates as the Bond dual display carton.

The two sections, one closed for shipment and the other in display position, are shown in the accompanying illustration. As may be seen, a single motion, applied to the sleeve cover of the carton, raises the display panel at the back of the carton, exposes the merchandise for examination and creates a pedestal which places the package at a desirable angle. The display panel, carrying a reproduction of a flashlight from which a section is removed to show the placement of the batteries, commands attention by means of a red circle. The latter features, in type, the advantages of the "dome top" battery. The sides and exposed end of the carton are not cluttered up with type or color, contrary to displays of this sort, and the result is pleasing as the color scheme of the individual batteries—red, yellow and green—is permitted to dominate.

Another advantage to the dealer in having the shipment come in two cartons is that there is the opportunity to display the merchandise in two locations of the store simultaneously, thus increasing sales power. And the Bond company has chosen the expression "Two Billboards for One" as the slogan for this package.

The carton, which is patented, was produced for the Bond Electric Corporation by the National Folding Box Company. In the package is included dealer instruction cards which provide selling information for the counter people. O. S. Tyson and Company, Inc., is directing the advertising and merchandising for the Bond Electric Corporation.



ALL-YEAR-'ROUND WRAPPINGS

● With pride in its accomplishment, Shellmar announces this newest and most important advance in the art of "cellophane" converting. For the first time, printed sheets with beautiful all-over interlacing patterns have been produced and may now be purchased in any desirable quantity OUT OF STOCK.

We are ready to ship immediately any of the patterns attached to this page in quantities and prices as listed.

These new SHELLMAR sheetings will be sensational as box wraps, bottle wraps, bags or in fact as an exclusive outer wrap for any package. All are printed on genuine No. 300 P.T. "Cellophane," exclusively a Dupont Product.



SHELLMAR STOCK SHEET
No. 307

SHELLMAR STOCK SHEET
No. 306

SHELLMAR STOCK SHEET
No. 305P

SHELLMAR STOCK SHEET
No. 305G

SHELLMAR STOCK SHEET
No. 305B

SHELLMAR STOCK SHEET
No. 302

SHELLMAR STOCK SHEET
No. 301

On quantities of 25M or more we can produce any of these patterns as a special run in your own color combination. Let us have your trial order so you may see for yourself the startling effect these wraps will have on your product.

We shall be happy to send larger samples if you so desire.

●

Price List
SHELLMAR
ALL-YEAR-'ROUND WRAPPINGS

Sheet No. 301	—Size 20 x 30—	See Price Scale	"D"
Sheet No. 302	— "	"	— "	"	"	"B"
Sheet No. 305P	— "	"	— "	"	"	"B"
Sheet No. 305G	— "	"	— "	"	"	"B"
Sheet No. 305B	— "	"	— "	"	"	"B"
Sheet No. 306	— "	"	— "	"	"	"B"
Sheet No. 307	— "	"	— "	"	"	"D"

The initials after No. 305 sheet designates the color combination desired, either pink, green, or blue.

ALL PRICES PER THOUSAND SHEETS

	"B"	"D"
Less than 500 SHEETS	10c each	10c each
500 to 999 "	$40.79	$41.57
1M to 1999 "	37.66	36.38
2M to 4999 "	34.52	35.18
5M to 9999 "	32.95	33.58
10M to 24999 "	31.38	31.98
25M to 49999 "	28.68	29.28
50M to 99999 "	26.52	27.12
100M "	24.36	24.96

We will cut to size to suit customer, no charge, but customer must use our standard size as indicated and absorb the waste on such cutting.

●

SHELLMAR
PRODUCTS COMPANY

ADMINISTRATIVE OFFICES AND CELLUCOLOR PLANT: 3501-99 W. 48th PLACE, CHICAGO, ILL.

EASTERN DIVISIONAL OFFICE
1826 Empire State Bldg. New York, N. Y.

WESTERN DIVISIONAL OFFICE
Merchants Exchange Bldg. San Francisco, Calif.

"COLODENSE" PROCESS PLANT
West New York New Jersey



THE FIBRE CAN STEPS FORWARD

NO LONGER is there any question as to whether or not a product should be sold in a package. Today there is the problem of improving the package for the purpose of creating or increasing the sale of that product. The modern package is a most effective and dependable sales weapon, and it is this trend toward modern, economical packaging that has produced the fibre can to meet the demand. Just as the package as a unit of sale has increased in popularity, so has the use of the fibre can received proportional acceptance. New and varied uses for fibre cans are constantly being introduced so that today there is scarcely a field, where the package represents a unit of sale, in which some type of fibre can cannot be successfully used.

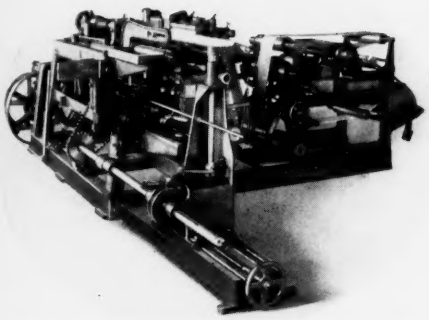
While usually confined to the packaging of dry products, the fibreboard container also has its place as a temporary container for hot or cold liquids. Generally speaking, there is an unlimited field for the use of fibre-bodied cans in packaging dry products whereas, in the case of liquid products, their use is restricted to temporary purposes only.

Fibre cans are sometimes called "paper" cans. This is incorrect. While the accurate technical term would be "fibreboard" cans, custom has established "fibre" cans as the accepted nomenclature.

In looking at any packaging problem, so far as fibre-bodied cans are concerned, the cubical capacity of the package having been established, it is necessary to determine the shape of the package which will best serve the purpose—not only from the standpoint of the nature of the product itself but also from the standpoint of shelf display space, label design and style of top. The next step is whether a metal-end can will be required or whether a fibre-end can will serve the purpose equally as well. Custom establishes rather definitely the shapes and sizes required for certain types of products, unless there is a specific desire to vary this established practice. If an all-fibre can is selected, the shape of the can is restricted, from a manufacturing standpoint, to one of two possibilities, either (1) a round-shaped can, or (2) an oval-shaped can. On the other hand, if a metal-end can is decided upon, practically any shape can be manufactured. While the round-shaped container continues to enjoy an immense popularity, practical usage necessitates other shapes, which are gradually being adopted for various products until today one can purchase a fibre-

To produce a **better** package at **lower** cost . . . .

use Knowlton Automatic Fibre Can-making Machinery



Knowlton Fibre Can-making and Seaming Machinery has made possible economical production—in large quantities—of unusually attractive fibre cans at a cost heretofore considered impossibly low. Users of Knowlton cans have effected shipping container cost reductions of as high as 25 to 33½% through compactness in packing and the elimination of breakage in shipment. Knowlton Fibre Bodied Tin Ended Cans likewise are preferred by housewives because of their convenience in use and their protection from contamination or deterioration which they afford the product within.

THE KNOWLTON AUTOMATIC LAMINATED TUBE WINDER produces fibre can bodies or tubes of rectangular, round or irregular shapes, using paper stock, fed from rolls.

Attractive lithographed labels are applied automatically by a labeling device. This is done during the process of winding, thus eliminating a later labeling operation.



Two Roll Irregular Seamer

THE SPIRAL WOUND FIBRE CANS made on the KNOWLTON MODERN SPIRAL WINDER are so accurate in both diameter and cut length, and so inexpensive, that Manufacturers and Merchandisers are substantially lowering their packaging and production costs by its use.

KNOWLTON SEAMERS, illustrated at the right, are the last word in high speed semi-automatic machines for applying tin tops and bottoms to fibre can bodies. They handle all shapes and produce a uniformly high quality of work at a speed up to 30 cans per minute.

Write to the M. D. Knowlton Company for full details about these remarkable machines and a definite analysis of the possibilities for savings and improvement of the appearance of your product through the use of Knowlton-made fibre cans.

SOME
KNOWLTON USERS
OF
Laminated and Spiral Winders

Sefton National Fibre Can Co.
W. C. Ritchie & Co.
Cannister Co.
Molitor Box Co.
Paper Canister Co.
Ideal Containers, Ltd.
Armour & Co.
B. T. Babbitt, Inc.
Brown & Co.
Drackett Chemical Co.
Champion Container Co.
Platt & Co.
Boothby Fibre Can Co.
Smith-Lee Co.
Sauquoit Paper Co., Inc.
E. B. Eddy Co., Ltd.

M. D. KNOWLTON COMPANY
ROCHESTER, N. Y., U. S. A.

203 WOOSTER ST., NEW YORK — 127 SOUTH PEORIA ST., CHICAGO

bodied can in almost any shape desired—round, oblong, oval, square or obround—provided the manufacturer has the necessary body-winding mandrel and dies to construct that particular size and shape.

All can bodies are constructed of fibreboard, the kind of board used as well as the point thickness of the body wall being determined by the type of construction desired and also by the nature of the requirements of the users.

Fibreboard is purchased by the can manufacturer in Jumbo rolls, which are slit into so-called "ribbon" widths varying in size from a fraction of an inch to several inches in width. (This width is a manufacturing detail and is governed by the size and the height of the can body.) This fibreboard ribbon is fed automatically onto a body-winding mandrel, conforming in size and shape to the customer's requirement, the exact dimensions of this winding mandrel determining the *inside* dimensions of the container, and conforming to the base size and shape of the customer's specifications for the fibre can required.

In all cases the height of the can can be adjusted to the individual requirement, subject, of course, to manufacturing facilities available.

To the can body either fibre-drawn caps or metal ends are applied. These two types of ends are not necessarily interchangeable—that is, a manufacturer may be able to supply a fibre-end can in certain sizes whereas, if metal-end cans are required, these same sizes cannot be furnished, due to the fact that construction operations differ. For each can body, winding mandrel cap presses, fitted with drawing rings, are necessary to draw fibre caps for the various sizes of body-winding mandrels, or punch presses, equipped with dies, are required to stamp out metal ends for each mandrel size. Therefore, while it is possible to make a fibre-bodied can in any size specified, unless the manufacturer is equipped with the exact size winding mandrel for the can body and the necessary dies for the particular type of end required, new tools would have to be manufactured before can bodies could be constructed.

Construction of the body being a separate and distinct operation from the construction of the ends (whether fibre or metal), it is necessary to treat each unit of construction separately.

A can body may be one of two styles of winding: (1) spiral or (2) convolute. Each type of construction has its own particular merits; and, in order to make the necessary distinctions, each type of construction should be outlined separately.

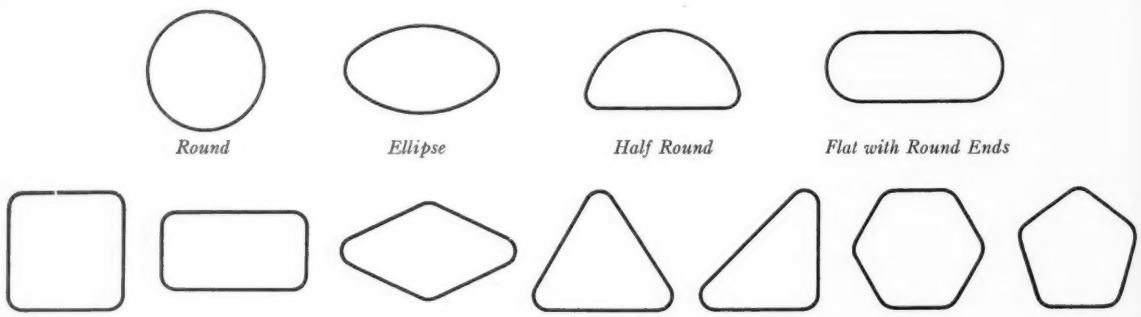
The question of when and how the can is to be labeled should receive attention when consideration is being given to the type of construction desired or required. For obvious reasons, practically without exception, all labels are furnished by the customer but are made up in accordance with specifications furnished by the manufacturer. The can bodies cannot be printed or lithographed.

Decorative papers can be used as wrappers for the outside ply of spirally wound cans. These papers are usually furnished in roll form, are slit to ribbon widths and are applied to the can body in continuous form.

Printed labels for spirally wound cans, when supplied by the customer and applied by the manufacturer, must be hand applied—either singly or in strips. When in strips, the labels are applied to the tube form after the body is rolled but before the ends are put on. The number of labels to the strip is determined by the number of can bodies wound in tube form at one time. Labels may be plain or varnished as long as the size and specifications conform to the manufacturer's layout which is furnished without charge.

Up to the present time no machine has been invented which is practical for the automatic labeling of an empty can. Printed labels, however, can be automatically applied to cans after filling—which operation is advantageous in the case of certain types of cans, and particularly so when the same type of can is used for packaging a number of different products.

The foregoing article has been abstracted, from a more comprehensive treatise of the subject, "Fibre-Bodied Cans" written by Arthur H. Grace and appearing in the 1934 PACKAGING CATALOG.



CROSS-SECTIONS OF CAN BODIES WHICH CAN BE MADE

AN ENTIRELY DIFFERENT TYPE OF TUBE DECORATION

developed by

STANDARD

Standard Specialty and Tube Company has pioneered in the development of mechanical and decorative improvements in collapsible tubes for the last thirty years. A typical instance of Standard's ability along these lines is seen in the new Beau Brummel Strop-Dressing Tube developed by Standard for Brummel-Werk, Incorporated. In this tube Standard has applied a type of pencil-stroke lithography which provides an extremely decorative effect with the use of only three colors.

Standard designers and Standard tube engineers can provide for your product a tube designed and decorated to afford the utmost convenience in use and beauty in display. Standard tubes, in three grades (pure tin, lead alloy and tin coated) and in twenty-five styles of openings, offer a selection to meet practically any requirement. Write us about your product sending, if possible, a sample of your present style of package. We will be glad to analyze your problem and make recommendations thereon.

★



STANDARD
SPECIALTY and TUBE COMPANY

NEW BRIGHTON PENNSYLVANIA

H. T. WARREN, 122 E. 42nd ST.
NEW YORK REPRESENTATIVE

EDITORIAL CORRESPONDENCE

The readers' forum. In which is presented the expression of those who may agree or disagree with or otherwise amplify opinions stated in MODERN PACKAGING. The published selection of this correspondence is limited to those subjects which may be considered controversial or offer constructive suggestions.

KEEPING SHORTENING FRESH

THE EDITOR,

Sir:

The very interesting article on shortening packages appearing in your January issue has come to my attention. The making of shortening is our principal business and any discussion of shortening is of interest to us.

During the past few years we have done a great deal of testing on various kinds and types of shortening containers. Our tests have resulted in our having adopted an airtight, oilproof, inner liner of Cellophane for shortening cartons. We have used this now for more than a year and the results obtained have fully justified our early convictions.

Shortening is kept fresh in this new type inner liner. The percentage of returned goods on our cartons being less than 10 per cent of what it formerly was.

Very truly yours,

Sherman, Texas — A. G. HOPKINS
Feb. 14, 1934 — Interstate Cotton Oil Ref'g Co.

●

DEFINING THE FOLDING BOX

THE EDITOR,

Sir:

At the Lawn Club, New Haven, Conn., on the evening of Tuesday, Nov. 28, 1933, a group of "key-men" of the National Folding Box Company met at dinner to discuss research and development problems. There were present H. S. Hinkle, George W. Mabee, David Mabee, Morris Lynch, Walton D. Lynch, Walter P. Baldwin, F. G. Fisher, Charles P. Wellman, F. S. Symington, J. C. LaGrua and the writer.

Great dissatisfaction was expressed at the then proposed definition of a "folding box" in the Folding Paper Box Code. A general discussion took place participated in by the entire group. Various definitions and suggestions were offered. The definition finally presented to the Code Authority by this group was the product of many minds. If one man contributed more than the other perhaps it would be fair to yield precedence to Charles P. Wellman.

It was my privilege to be delegated to make the argument before the Deputy Administrator and his advisors and to write the brief in support of the definition, but at least this could not have been done if my associates had not given me a definition that seems to stand every test and to them the credit must go for the happy solution of the problem.

New Haven, Conn. — CHAMPE S. ANDREWS
Jan. 31, 1934 — National Folding Box Company

The following is the proposed definition—as submitted by Mr. Andrews to W. R. Pickard, Deputy Administrator, Paper Division, National Recovery Administration—for a folding box and also for a set-up paper box, omitting entirely any reference to collapsibility or the delivery in final form. The contrasting types of boxes are differentiated, as they should be, by the technical nature of the blanks as they affect the primary joints or final closures.

It is believed that the definitions, as submitted, draw a truly scientific distinction between the two industries. If here and there a box can be found on the border line or where it borrows from both arts, it can be shown that the exception is so small in importance as not to affect the broad distinction between the two industries.

A folding box is a container (1) other than a shipping container, (2) in which it, or its integral parts, (3) are made from a single piece, (4) of one or more plies of boxboard, (5) and in the primary joints and/or closures of which the final outer surface of the blank is in direct contact with the final inner surface of the blank, when assembled.

Note: (1) Some shipping containers would be covered by this definition, but as this is a separate art they are expressly excluded.

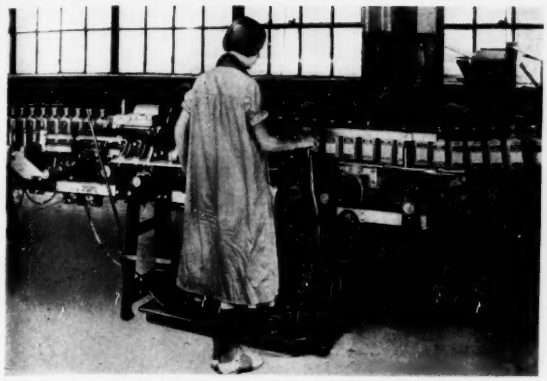
(2) This provides for a two-piece or telescope box.

(3) It is of the nature of the folding box art that each part is made from a single piece.

(4) The word "bending" is omitted before boxboard because in certain types of "shells" they are made from non-bending boards.

(5) It is believed that this section of the definition is a scientific demarcation from set-up boxes.

(*Continued on page 138*)



Full automatic bottle labeling unit at plant of. McKesson & Robbins

(*Continued from page 96*) by the U. S. Bottlers Machinery Company. Automatic machines of this type have a capacity of 80 to 120 units per minute, and others less. In many instances they are connected by belt conveyors with the other packaging units.

Capping machines operate at rates from 35 to 100 per minute depending largely on the type of machine employed, which, in turn, depends on the amount of production called for. They are made by Consolidated Packaging Machinery Company, U. S. Bottlers Machinery Company, Crown Cork and Seal Company, Phoenix Metal Cap Company and others.

Labeling the containers is the next step in finishing the completed package. Automatic labeling machinery has been developed to a high degree and some of the larger machines made by Edward Ermold Company operate as fast as 160 bottles per minute. They are designed for various operations, such as front and back labeling, neck labeling, etc. One type of machine applies a body and shoulder label as well as foil, all in one operation. Conveyors are furnished by the manufacturer to feed the labeler and to take off its discharge. The lengths of these conveyors usually vary according to local conditions and they are consequently supplied as called for in each case.

An accompanying illustration shows a Burt Machine Company labeling machine at the plant of McKesson & Robbins, Bridgeport, Conn. After the bottles are filled and capped they are mechanically conducted to and through the labeler which applies the label and then delivers the filled, capped and labeled bottles to the next unit. This may be a cartoning machine or any other appropriate device for the particular operation in any given plant. The only function of the operator is to start and stop the machine and replenish the labels. The duplex labeler operates at a speed of about 100 bottles per minute and the single type at about half that rate. Another illustration shows a machine made by the same company and installed at the Torsch-Stevenson Corporation, Baltimore, Md., which is designed especially for labeling round containers. This is different from the machine shown previously as the cans are rolled through it by a belt conveyor instead of being carried on a chain belt as in the former case. The speed of operation may be very fast, and may be as high as 350 cans per minute, although 200 per minute is more usual. It all depends on the speed of the other units in the production line. The labeling machine, shown in the background, is connected with a caser, in the foreground, and at the end of the latter is the entrance to the carton sealer, all Burt machines. In this case (*Continued on page 136*)

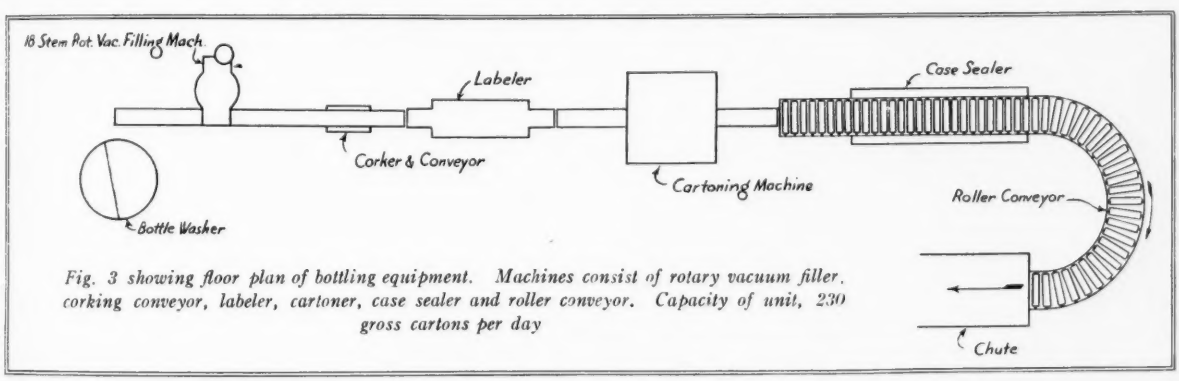
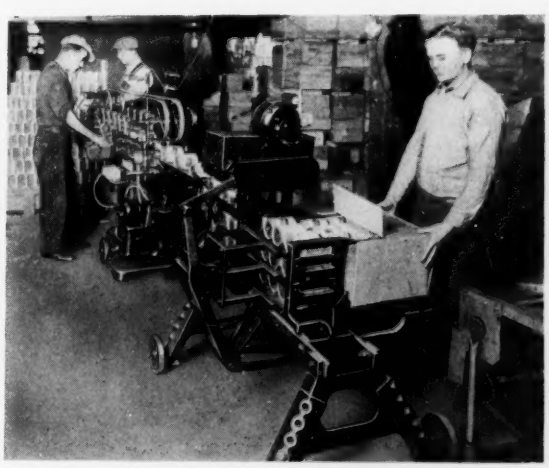


Fig. 3 showing floor plan of bottling equipment. Machines consist of rotary vacuum filler, corking conveyor, labeler, cartoner, case sealer and roller conveyor. Capacity of unit, 230 gross cartons per day



Can labeling and casing units at Torsch-Stevenson Corporation's plant



Stahl-Meyer Inc. adopted these new packages for appetizers that "go with." W. I. Tracy, Inc., is responsible for the designs.

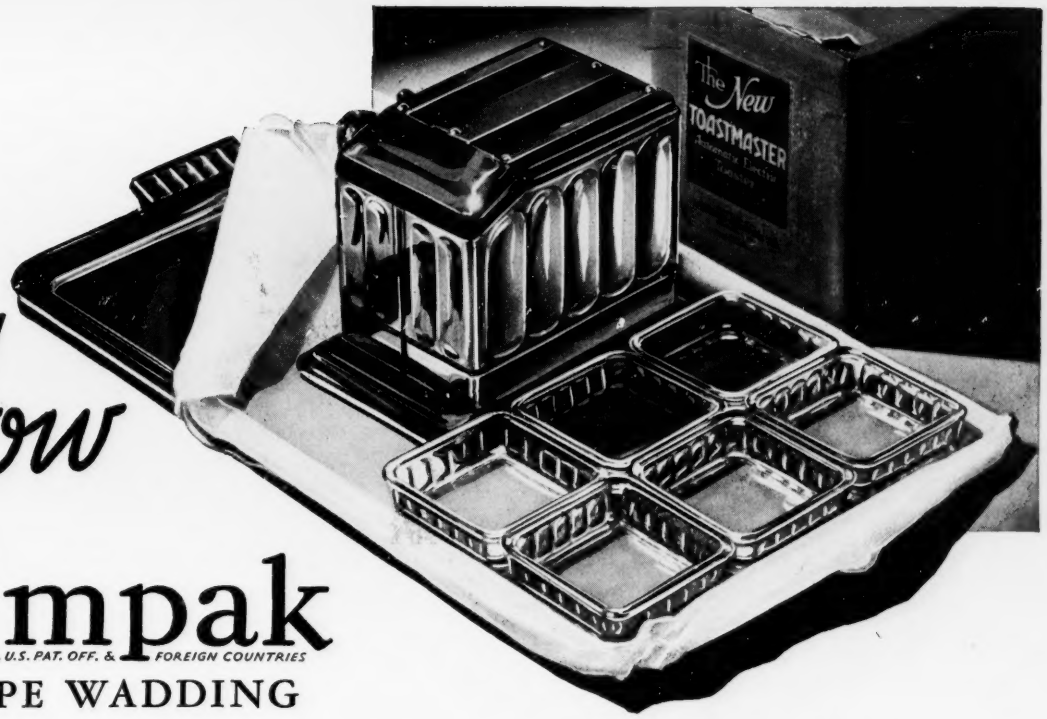
GROCERY store shelves and counters are replete these days with novel and attention-claiming packages. There is more significance, too, in the designs that are offered, a better appreciation of the real job that a container or label must do if it is to stand out among its neighbors and make a successful bid for the consumer's preference. Note that mushroom box—it augurs future possibilities for the convenient packing of Brussels sprouts and other small vegetables which can sell more rapidly if placed in protective containers. And this business of packaging fresh vegetables is only in its infancy!



"Very satisfactory" is reported of the window mushroom box, designed by G. H. Gault of the A. L. Garber Co.



Karl Peter Koch created these effective band design labels for the Red and White Corporation.



How Kimpak

REG. U.S. PAT. OFF. & FOREIGN COUNTRIES

CREPE WADDING

Protects Toastmaster's Lustrous Chrome

PACK glass condiment dishes with a highly polished chrome tray? It will be ruined by mars and scratches! When it marketed the new Toastmaster Hospitality Tray, the Waters-Genter Co. of Minneapolis, faced a serious problem. Where was a material that was soft, durable and yet not expensive? The answer was found in KIMPAK, a soft, resilient, fluffy crepe wadding—free of dirt, grit and foreign substances. After thorough investigation this concern adopted KIMPAK because it gave such great protection and because of its economy of use. Many other companies are using KIMPAK for protecting against damage from shipping for a wide variety of products.

KIMPAK comes in rolls, sheets and pads of various thicknesses—plain or backed with Kraft to meet every need. Write today for free sample. Use coupon.

KIMBERLY-CLARK CORP., Neenah, Wis. MP-3
Address nearest sales office: 8 S. Michigan Ave., Chicago; 122 E. 42nd St., New York City; 510 W. Sixth St., Los Angeles.
Please send us sample and full information on KIMPAK.

*Company*_____

*Attention of*_____

*Address*_____

*Our product is*_____

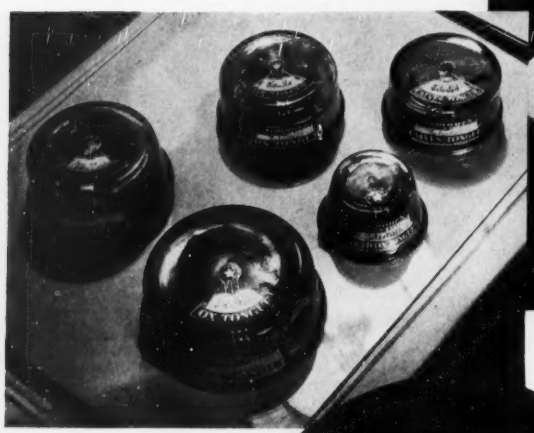
Established 1872

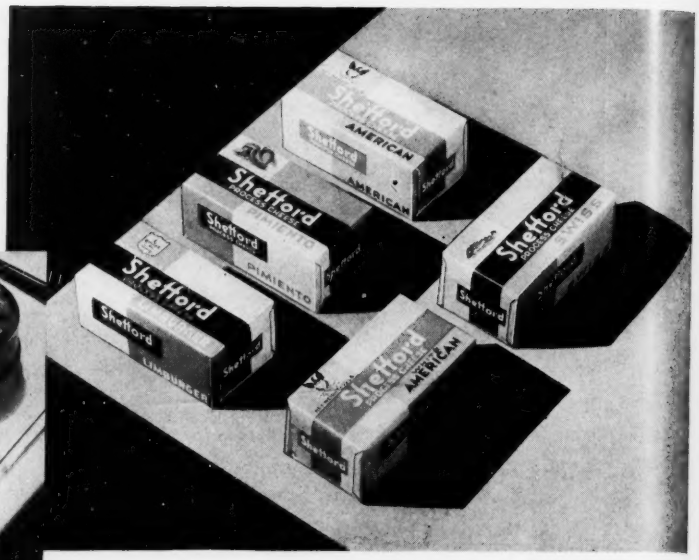
KIMBERLY-CLARK CORPORATION

NEENAH, WISCONSIN

8 South Michigan Ave., Chicago — 122 East 42nd Street, New York — 510 West 6th Street, Los Angeles

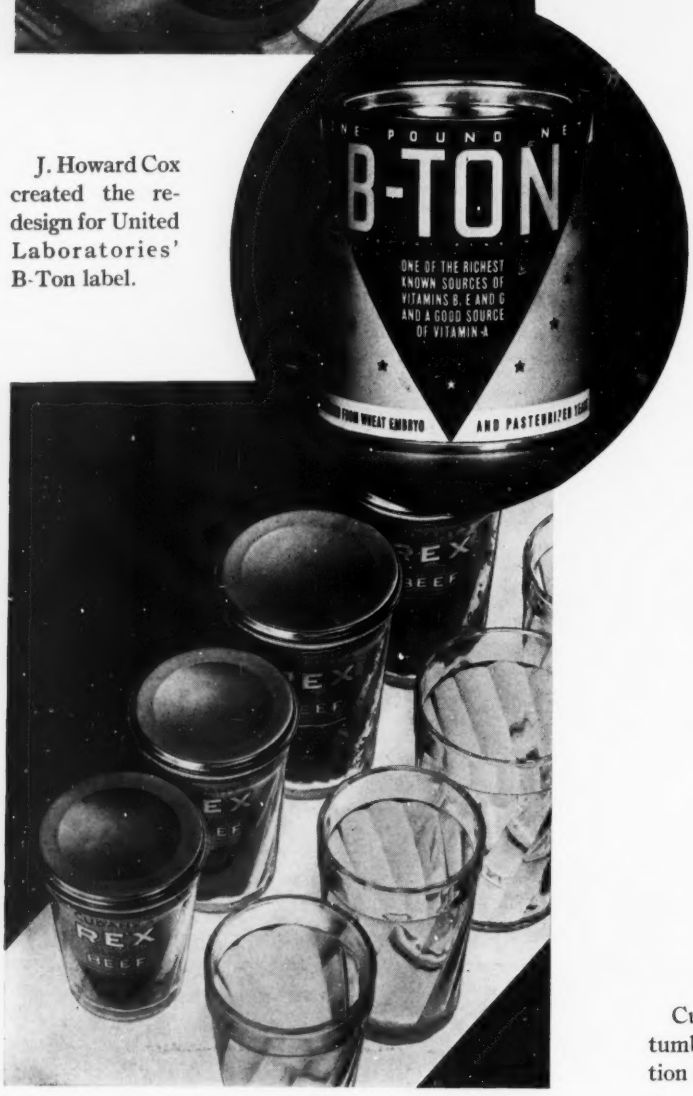
You see more of the product in these bottom-labeled jars which Armour uses for tongue. Dennison made the labels.





Uniform designs with product varieties distinguished by color combinations are used by Shefford Cheese Company for half-pound packages.

J. Howard Cox created the redesign for United Laboratories' B-Ton label.



YOU see them upside down! And a good idea, too, for in the squat glass jars there is the opportunity to see more of the product than per the usual way. Referring to the Armour tongue packages of course. . . . Now in the Cudahy sliced beef packages we have something else again. Here the containers are made with a beveled edge and when empty provide a convenient addition to one's glassware. . . . Sales jumped quickly when Shefford Cheese appeared in colorful new wrappers, we are told by the John B. Black Advertising Agency, who designed 'em. . . . In the B-Ton package is found a modern design applied to a type of merchandise which is seldom displayed and whose market is limited for that reason. With present-day merchandising applied as a corrective measure, it can be expected that the demands for this product will show a substantial increase.

Cudahy Packing Company uses Hazel-Atlas tumblers for its sliced beef. The label calls attention to the reuse feature of the package.

When planning to improve your package

be sure of low-cost production



COMPETITION for the consumer's favor has made package standards higher than ever before. Packages are being given fresh appeals—through more attractive appearance, stronger display value, greater protection for the product, added convenience for the user, etc.

It is important in making these improvements, to plan from the start for low-cost machine production. That is why the majority of package goods manufacturers consult us in the early stages of their planning. Early consultation enables us to suggest important economies in material and methods which might be more difficult to effect later. It also enables us to combine our efforts with yours in creating a really fine package.

From our large line of machines we are usually able to provide a machine to do the particular type of wrapping required.

For authoritative information and assistance on your packaging problems, get in touch with our nearest office.

Visit our Display at the Packaging Exposition Booth 135

PACKAGE MACHINERY COMPANY
Springfield, Massachusetts

New York **Chicago** **Cleveland** **Los Angeles**

Peterborough, England: Baker Perkins, Ltd.



PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines



WHITE against aquamarine accented with black is the color combination used for the smart new container for Kurlash. Plenty of eye appeal here—for package and product—with apologies for the pun

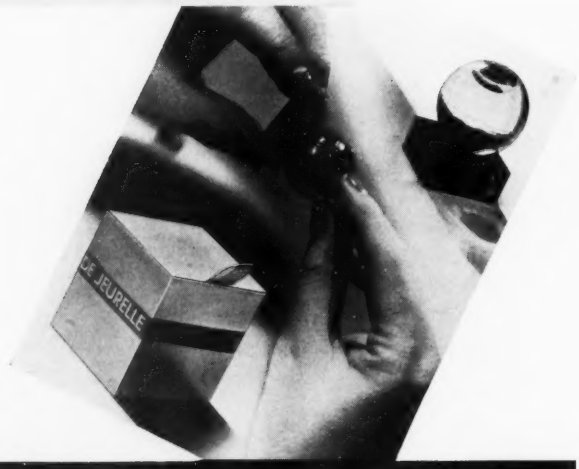


MARGERY H. ROBINSON of J. G. Moritz, Inc., styled the new Vanodor deodorant display and compacts for Fifth Avenue Products. Douglas Young, Inc., produced the display

A new perfume packaging wrinkle, designed by Simon de Vaulchier is announced by Maison Jeurelle. A cube-shaped molded screw cap forms closure and base. Photo by courtesy of General Plastics, Inc.

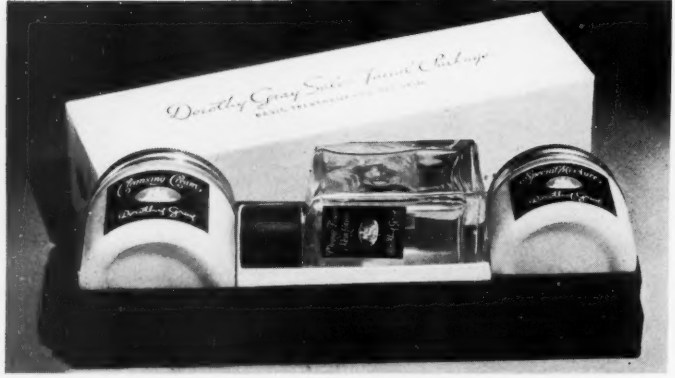
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PACKAGES for cosmetics and toiletries continue to be more intriguing. Just about this time milady decides that the millennium in package design for her preferred brands has arrived, a new crop makes its appearance and she exercises her natural perogative—she changes her mind in favor of the most recent entrant in the packaging parade. Not always the case, to be sure, but in any event there is rapid transition in the always interesting display to be found on cosmetic counters and in the toiletry departments of various retail establishments



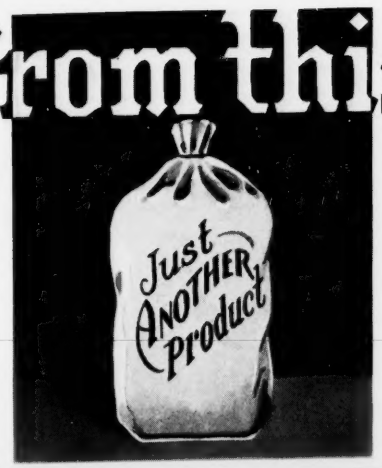
ON this page are offered reproductions of a few numbers which have made recent appearance, and which give evidence of thoughtful design, calculated to gain a response from the feminine shopper

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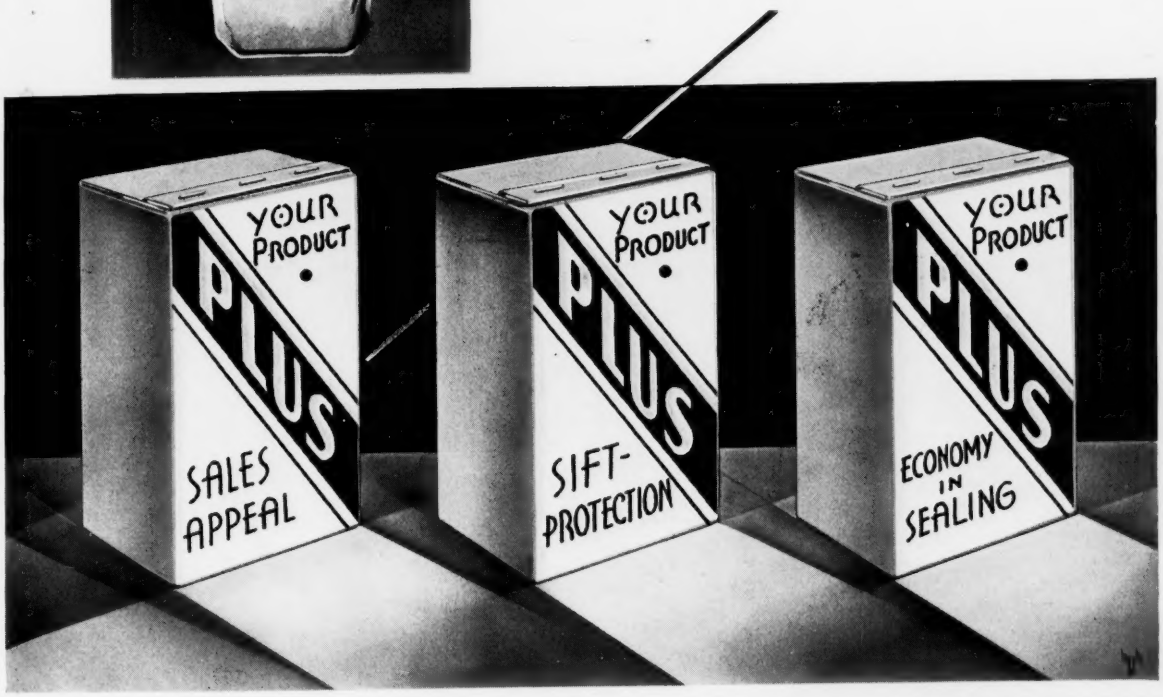


THE Dorothy Gray Salon Facial package combines three preparations in one container. Presented in two forms—an ivory-colored box for dry skin and a peach colored cover for normal or oily skins. The bases of both are black

From this .. to This!



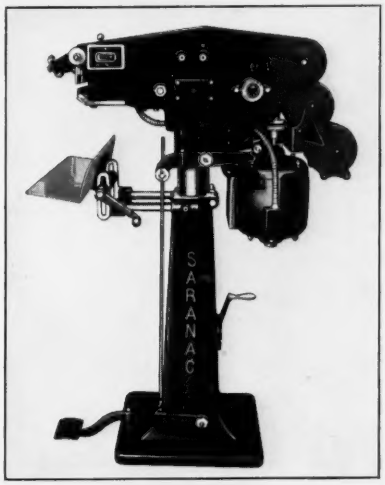
The trend in bag packaging is toward sift-proof stapled closures and well printed "squared-up" bags. For such packaging, economy-minded executives are choosing the Saranac Model D Bag Sealer.



The Saranac Model D Machine applies a sift-proof attractive seal to the square or automatic style of bag illustrated above. The Saranac seal places your packaged products in the carton class at *less expense* for a seal of comparable quality, at *less expense* for the package than for even the simpler forms of cartons. The automatic style of bag with its square sides, square bottom and distinct corners is a vast improvement over the ordinary style formerly used for such products as flour.

The Saranac Model D Bag Sealer has made the automatic bag economically practical. The automatic bag makes bag packaging practical from a merchandising point of view.

Write now for full details of this remarkable machine. With your inquiry send samples of your bags and state the nature of your commodity and the output required per day. Saranac will immediately send you the data necessary for your consideration.

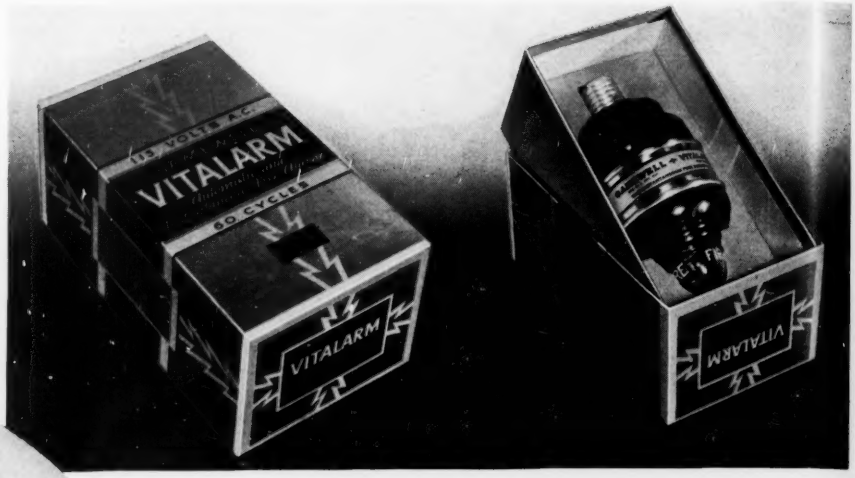


The Saranac Model D Bag Sealer.... the efficient and economical bag-sealing equipment.

SARANAC BAG SEALER TYPE "D"

SARANAC BAG SEALERS, INC. BENTON HARBOR, MICHIGAN

Of "flashing" attraction is the package used for the Vitalarm fire detector.



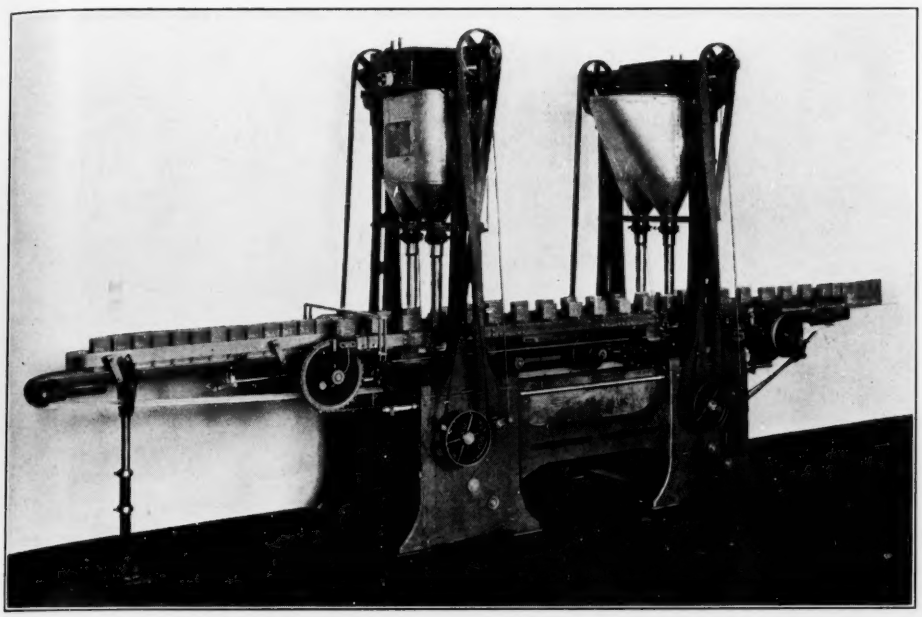


Continental Distilling Company styles its containers for consumer appeal.

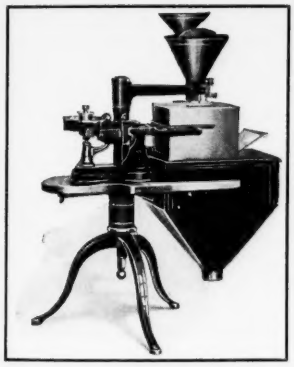


Practical in sizes and shapes are the new packages used by Whittemore Bros. Corp. for its line of shoe cleaners and dressings.

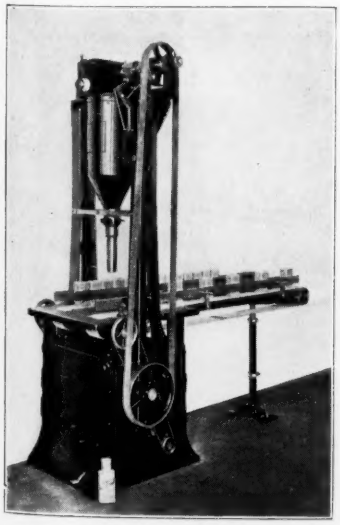
HERE are three selections from the packaging procession. While differing widely as to its contained product, each package seeks consumer acceptance through utility and attractability. . . . An electrically operated automatic fire-alarm unit made by the Gamewell Company, Vitalarm and its functions are easily identified by means of the package. On the signal itself is a decalcomania name and instruction label. The box was designed by Rance Flanagan and produced by the Dickerman Box Company. . . . The Old Treasure whiskey containers have non-slipping, prism-cut surfaces; black and orange lettering on gold foil labels, and molded plastic screw caps which carry the company's insignia on top. The latter are molded of Durez by Colt's Patent Fire Arms Mfg. Co. For brand protection and to prevent tampering, a secondary seal (Cel-O-Seal) which carries the company mark is placed around the bottle neck and extends over the edge of the closure. Photograph by courtesy of General Plastics, Inc. . . . The four products shown in the Whittemore group—Shuclean, Jewel White Bostonian Cream and French Gloss—are put up in bottles of practical, easy-to-handle sizes. All of these bottles have been designed and manufactured by the Hazel-Atlas Glass Co. The photograph is by Underwood & Underwood.



"Improved Bond" Gross Weigher Type MN. Tandem station, double line, fully automatic model. Handles dry commodities in canisters, vacuum-sealed cans, cartons, glass jars, etc., etc., at 60 to 120 per minute.



"Scott" Net Weigher. Gravity type operates without power on all free-flowing materials.



"Improved Bond" Gross Weigher Type MG. Single station, semi-automatic model.

The plant that has *always* manufactured the National Line has now broadened its Sales and Service Departments

National Weighing Machines have long been known to packagers everywhere as the finest of their type. Today, National offers its present and future clients a new type of sales and maintenance service fully up to the standards of these outstanding packaging machines.

The National Line of Net and Gross Weighers—of which several machines are here shown—is ideally suited to the economical packaging of teas, coffees, spices, powders, sugars, etc., etc. National Machines are being used at high speeds on production lines throughout the country. Every type of machine, from the simplest "hand-operated," to the speediest of "fully automatics," is available.

National engineers will gladly cooperate with you in the solution of your particular packaging problems. To obtain their cooperation, without obligation, write to—

•

NATIONAL PACKAGING MACHINERY COMPANY

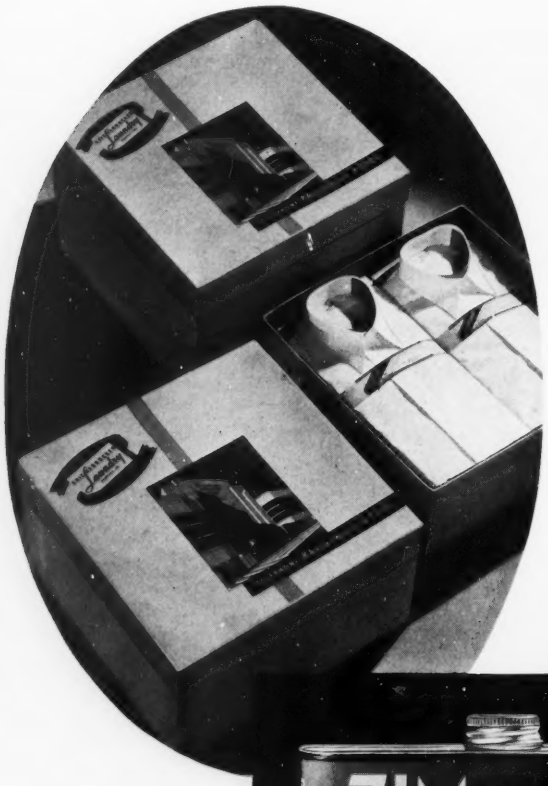
459 WATERTOWN ST., NEWTONVILLE, BOSTON, MASS.

New York Office: 50 Church Street Cleveland Office: 2216 Northland Ave.

Sales of "Slim Jim" loose leaf memos benefit by means of double-tier display on the counter.



New shirt boxes of Knickerbocker Laundry Co. increased customer satisfaction because of convenience.



EACH illustration on this page offers an example of good merchandising as incorporated in container or display. Take, for instance, the laundry box. Here is a distinct break from the traditional container—by means of new shape and style not only is there a saving of space but the freshly ironed products reach their destination in perfect condition. The Robert Gair Company is responsible for its design and manufacture. The "Slim Jim" display was created and produced by Einson-Freeman Company; Zim was designed by Allen E. Zimmer and made by the Continental Can Company; and American Marketing & Management Service designed the flower holder display.

Simply designed, the Zim package offers good display for the Swartz Co.





E. W. Carpenter Mfg. Co. caters, via displays, to the desires of the gardener

PROTECTOID*

(Cellulose Acetate)

Fullest Transparency with

GREATEST PROTECTION

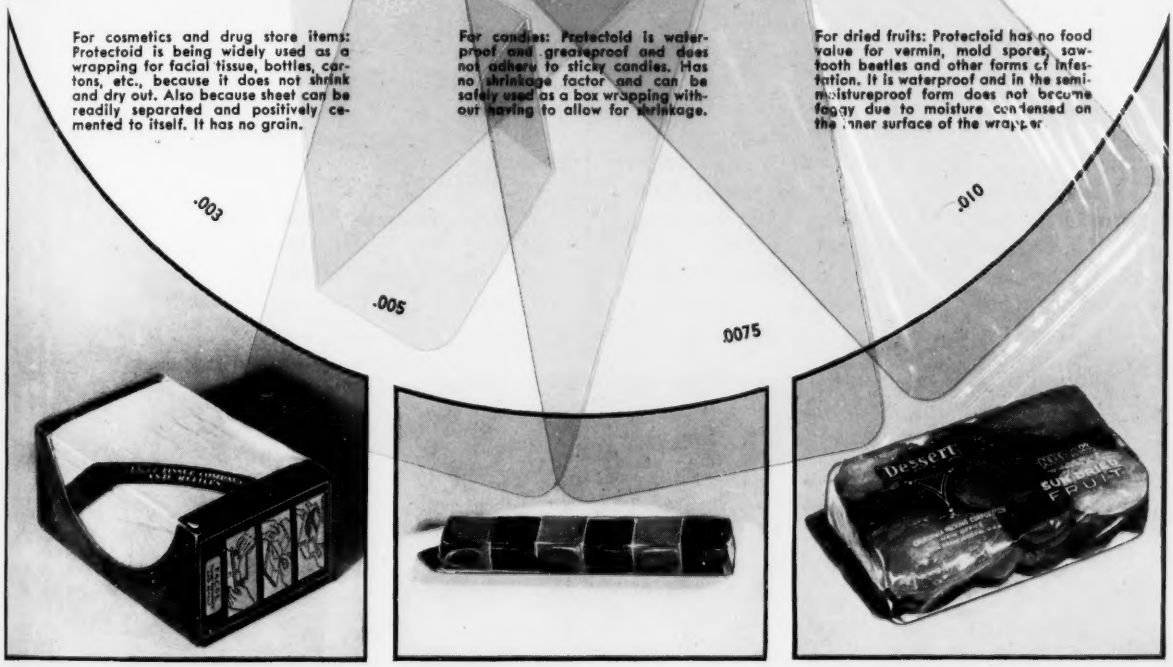
The wrapping weights give a full clear transparency and unusual printing qualities. They are moisture-proof and non-shrinking.

The heavier weights (.003 to .010) are available to boxmakers and others for producing transparent boxes, cartons, cans, etc. This enables manufacturers to package their goods with full visible product display.

For cosmetics and drug store items: Protectoid is being widely used as a wrapping for facial tissue, bottles, cartons, etc., because it does not shrink and dry out. Also because sheet can be readily separated and positively cemented to itself. It has no grain.

For candies: Protectoid is waterproof and greaseproof and does not adhere to sticky candies. Has no shrinkage factor and can be safely used as a box wrapping without having to allow for shrinkage.

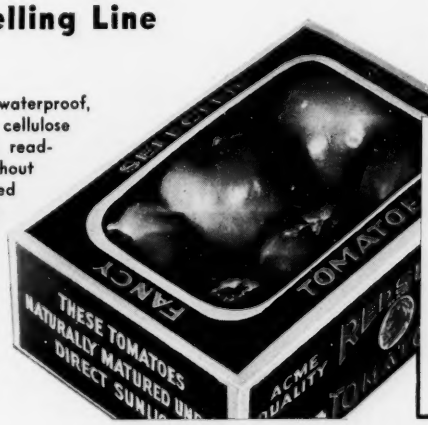
For dried fruits: Protectoid has no food value for vermin, mold spores, sawtooth beetles and other forms of infestation. It is waterproof and in the semi-moistureproof form does not become foggy due to moisture condensed on the inner surface of the wrapper



Protectoid's Superior Qualities Insure Protection and Enhance the Appearance All Along the Selling Line

● Protectoid is a shrinkproof, sweatproof, waterproof, moistureproof, non-inflammable transparent cellulose acetate. It works easily, accepts printing readily and may be pasted or heat-sealed without warping or wrinkling. It is particularly suited to the packaging of those products which require the highest degree of protection against excess moisture or excess dryness. It is available in rolls or sheets and in thickness ranging from .00088 to .010 or heavier (in sheets).

Visit Booth No. 151, New York Packaging Show, Hotel Astor, New York, March 13th to 16th



FOR CARTON & . . . SET-UP BOX WINDOWS

Protectoid windows do not shrink and distort the shape of the box or carton. It can be positively cemented to boxboard. 100% transparency means 100% sales pulling visibility. Ask for samples and information.

PROTECTOID
is a Product of the
CELLULOID CORPORATION

Established 1872 — **10 E. 40th St. NEW YORK**

*TRADE MARK

HERE AND THERE IN THE PACKAGING INDUSTRY

A package competition is to be held in conjunction with the **National Wine and Liquor Show and Convention** at Hotel Sherman, Chicago, March 5 to 9. Awards will be made for the most attractive and well balanced packages in each of the following eight classifications: Imported Whiskey, Bourbon, Rye, Gin, Imported Wine, Domestic Wine, Rum and Cordials. Three awards will be made in each class for first, second and third choice.

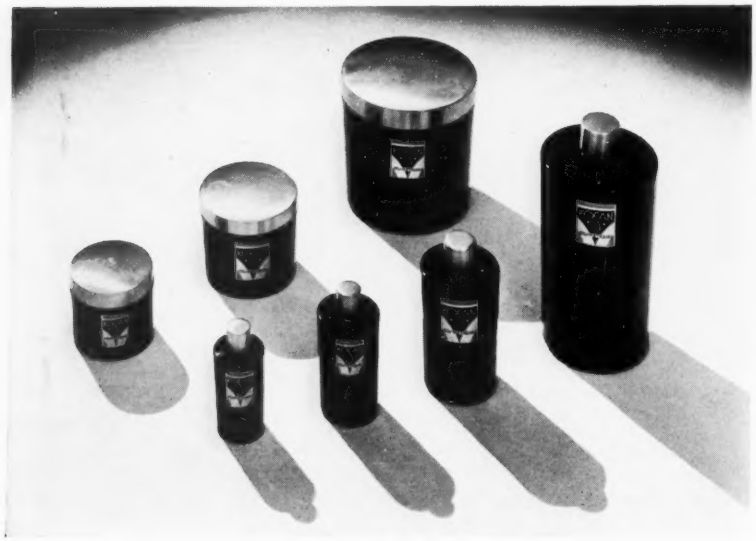
The committee of judges is composed of the following: George W. Vanden, chairman; president, Vanden Advertising Agency; Alan S. Cole, western manager of MODERN PACKAGING; Milton Pottlitzer, editor of *Shears;* Karl Peter Koch, industrial designer and D. R. McDavid, industrial designer.

Factors which will be taken into consideration by the judges in making the awards are shape, coloring and etching of the bottle; shape, coloring and design of the cap; design, coloring and shape of the label and shape, coloring and design of the outside wrapping. In addition to the class awards, there will be a grand award for what is considered by the judges the best package from the standpoint of beauty, attractiveness and color harmony.

Roy Sheldon, formerly president of Industrial Design, Inc., is specializing in package design and has established his office at 11 West 42nd St., New York.

Amsco Packaging Machinery, Inc., 122 Centre St., New York, has purchased the assets of Valdor Sales, Inc., and will act as selling agents for the same machines formerly handled by Valdor. A permanent display of low-priced packaging machines, including bag crimpers, semi-automatic and automatic wrapping machines, sheet cutters, etc., will be maintained. Philip K. Keenan is president, J. Dale Keenan, treasurer, and George E. Boucher, secretary of the newly formed company.

Dr. Edward R. Weidlein, director, Mellon Institute of Industrial Research, Pittsburgh, Pa., has announced the foundation of an Industrial Fellowship by **Toledo Precision Devices, Inc.,** an associate organization of the Toledo Scale Co., of Toledo, Ohio. This fellowship will investigate problems involved in food merchandising, and especially in the storage and display of food during distribution through wholesale and retail grocers. It is believed that studies of food keepability in the laboratory and in cooperation with the distributing trade will result in the acquisition of technical information leading to improved methods of food distribution through grocery stores. Further pertinent data, in addition to the information now available concerning changes occurring in such grocery merchandise as fresh fruits and vegetables, meats, dairy products, bread, and pastry during distribution, are expected to make foods of better quality available to the consumer, to eliminate some sources of spoilage



The Kosan Cosmetique group was selected by the Museum of Modern Art, New York, as an example of integrity in design, for display in the Exhibition of Machine Art, March 7 to April 16. The brush brass closures for these bottles and jars were made by the Container and Closure Division of the Chase Brass & Copper Company

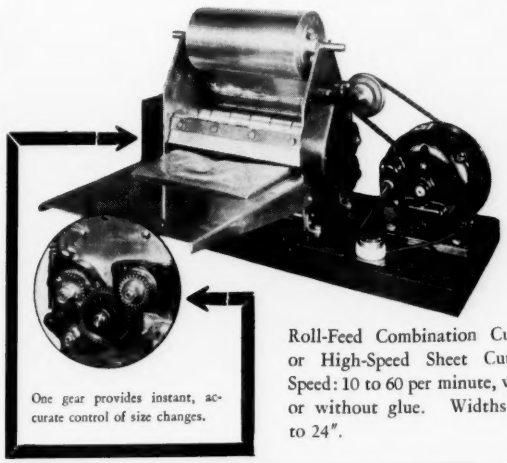
American Catalin Corporation announces that after Feb. 25 its executive offices, showroom and warehouse will be located at One Park Ave., New York; telephone, Ashland 4-2100.

Industrial Design, Inc., has changed its name to De Vaulchier & Blow, Inc., with offices at 103 Park Ave. The company will specialize in product design and important packaging accounts.

Bring your packaging problem

. . . to AMSCO

for LOW-PRICED MACHINES

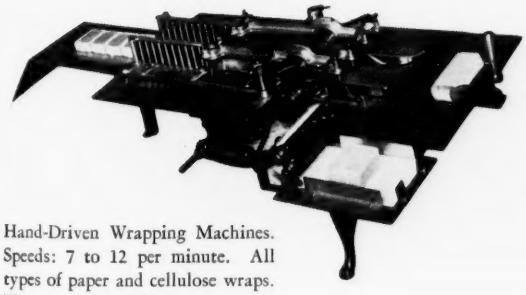


One gear provides instant, accurate control of size changes.

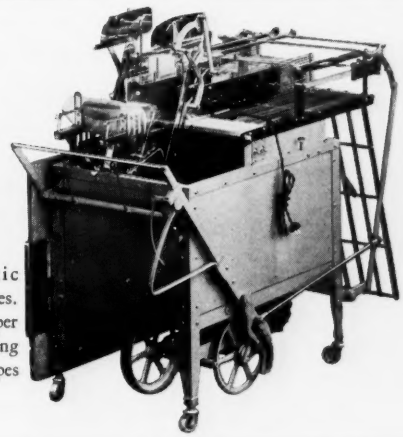
Roll-Feed Combination Cutoff or High-Speed Sheet Cutter. Speed: 10 to 60 per minute, with or without glue. Widths up to 24″.



Crimpers: Seal and Crimp 1,000 or more bags per hour. Four types available.



Hand-Driven Wrapping Machines. Speeds: 7 to 12 per minute. All types of paper and cellulose wraps. Three types available.



Semi-Automatic Wrapping Machines. Speeds: 10 to 15 per minute. Self-sealing papers. Four types available.

Visit the AMSCO booth—No. 119—at the 4th Annual Packaging Show, Hotel Astor, New York City, March 13th to 16th.

AMSCO

PACKAGING MACHINERY, INC.

122 CENTRE STREET
NEW YORK, N. Y.

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Telephone:
WOrth 2-6627-8-9

losses to the food merchant, and to form a contribution of value to the food trades generally. Where such a course seems justifiable, information now available or acquired during the research will be published in convenient form for the use of the grocery trade.

The International Association of Display Men announces the release, through its speakers' bureau of which W. L. Stensgaard is chairman, of a series of interesting papers on current display subjects. The first three of these are as follows: "What's New in Men's Wear Displays?" edited by Clement Kieffer, Jr., of The Kleinhans Company, Buffalo, New York; "What's New About Hardware Displays," edited by Carl Haecker, director of displays at Montgomery Ward & Company; "What's New in Piece Goods Displays?" edited by Ellsworth Bates, display director of The Boston Store, Milwaukee.

A series of additional releases on various other subjects will be announced shortly. These papers may be secured by writing the secretary of the International Association of Display Men, J. Duncan Williams, 509 S. Franklin Street, Chicago.

Atlantic Gummed Paper Corporation, Brooklyn, N. Y., has leased an additional 15,000 sq. ft. of floor space from the Gair Realty Corporation. This is the third time within the three years that this company has been in business that it has increased space in order to maintain service to its regular and new customers.

Robert Gair Company, Inc., for the year ending December 31, 1933, shows a profit of $502,420.74 after depreciation but before interest on the income notes and Federal income taxes. Net quick assets increased $444,926.81 during the year, and cash on hand December 31, 1933, was $1,064,170.22, an increase of $429,925.15 over December 31, 1932.

The directors and officers elected were: Directors: George W. Gair, chairman; Edwin R. Marshall, vice-chairman; E. Victor Donaldson; F. Winchester Denio; Grant H. Fairbanks; John M. Perry. Officers: E. Victor Donaldson, president; Edwin R. Marshall, first vice-president; Wilbur F. Howell, secretary; Emil O. Sommer, comptroller; Ernest Meyer, treasurer; Arthur J. Bauser, assistant treasurer; Harold von Hasslacher, assistant comptroller.





MOVING SOUP WITH MOVIES

CONTAINING three cans of soup and incorporating a "movie film" which shows stills of actual stars performing in plays of the more blood-stirring type, the new Hormel Theatre package performs an excellent merchandising job. Introduced early in 1934, this package is already proving—to use the theatrical parlance—a smash hit. Pictures from "Tarzan" complete with sub-titles are moved past a stage, to the delight of youngsters and the amusement of grown-ups.

In spite of the ingeniousness of the idea, the carton itself and the equipment contained are comparatively simple and inexpensive. And much is accomplished, beyond the amusing of children. For Mrs. Public is persuaded to purchase and use a larger amount of soup than is generally purchased at one time.

This new development in packaging foods is believed, according to Container Corporation of America, to be one of the first steps in a new type of re-use package. Many other products have been sold in containers suited for confections, cigarettes, etc., when the original use has passed. But this is perhaps the first of its type, indicating a new trend in re-use cartons.

The carton is strongly made to offer a reasonably long life, for additional films or re-fills are provided in exchange for labels from Hormel cans. Made from pure white clay-coated board and printed in bright colors, the carton is a good example of the fine printing and close register that is possible in the production of folding cartons.

An All-American Twelve Winner!



Design of the KINGAN package was created by ARTHUR ALLEN

The perfect package for Bacon scores again. During the past year it has been breaking sales records for meat packers. The All-American Twelve Committee which selected this package as an All-American Twelve winner was attracted by the same impulses that led Mrs. Consumer to express her preference for it also.

MILPRINT

PROTECTO-PAC *for* BACON

U. S. PATENT NO. 1929217

—is one of the creations of this big packaging organization. Our activities cover a wide range of products in an equally wide range of industries.

As the first converters of Printed "Cellophane" in the country Milprint has concentrated a good part of its attention on *transparent packages* specializing in —

"Cellophane" Bags and Wrappers — "Revelation" Bags and "Revelation" Wrappers in sheet and Roll form — Window cartons.

The production facilities of this organization include, in addition to packaging activities, the most modern letterpress printing and offset Lithography plants in the country. Two big factories, at Milwaukee and Philadelphia.

A merchandising department assists many manufacturers in finding and developing markets and in the creation of display advertising.

Milprint will gladly work with you on your packaging or display problems. There is a Milprint packaging man close by - 85 from coast to coast.

MILPRINT PRODUCTS CORPORATION

MILWAUKEE
PHILADELPHIA



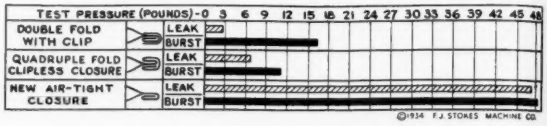
Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

NEW CLOSURE SEALS COLLAPSIBLE TUBES HERMETICALLY

A NEW type closure for collapsible tubes which is claimed to be air-tight and stronger than the tube walls themselves has been developed by the F. J. Stokes Machine Company, Philadelphia, Pa. By means of this closure, it is said, manufacturers will be able to avoid the losses they have suffered from leakage and corrosion. Seepage of oils, alcohol, kerosene and similar products is eliminated and the "breathing" of tubes, when they are subjected to wide fluctuations in temperatures, is prevented. Collapsible tubes can now be used to package fish pastes, honey, and other food products without fear of deterioration or spoilage of the product because of contact with the air.

Beside being leak proof this new closure requires shorter tubes than current type clip or clipless closures, and it is the expectation of the originators that because of this the cost of the tubes ready for filling will not be materially affected

This new closure requires that the open end of the tube be precoated with a special adhesive both inside and out to a width equal to the portion of the tube to be used in the fold. This precoat is applied by the tube manufacturer so that the tube user buys his tubes already prepared for filling and sealing. Fig. 1 shows the first step in closing, and even in this form the tube is air-tight and much stronger than current type closures. Heated jaws then perform the standard folding and crimping operations as well as the cementing process.



The accompanying chart shows in a graphic way the strength and security of this new seal as compared with current type closures as revealed by testing thousands of tubes. The ordinary double fold closure secured with a separate clip had an average leak resistance of 3 lbs. and an average bursting strength of 16 lbs. Tubes with a closure of the so-called clipless type showed an average leak resistance of 7 lbs. and an average bursting strength of 11 lbs. In contrast to these, the new air-tight seal showed an average leak resistance of 47 lbs. and an average bursting strength of 48 lbs. Most of the tubes tested burst the tube walls themselves before the closure either leaked or burst. Fig. 2 shows the manner in which the walls burst while the closures remain intact.

During the research which preceded the announce-

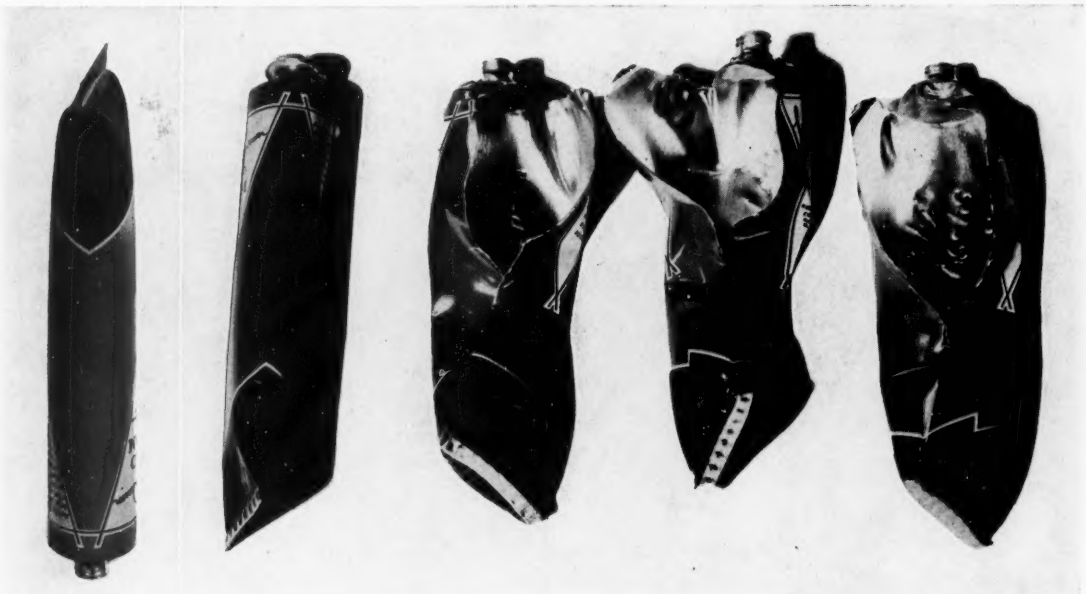
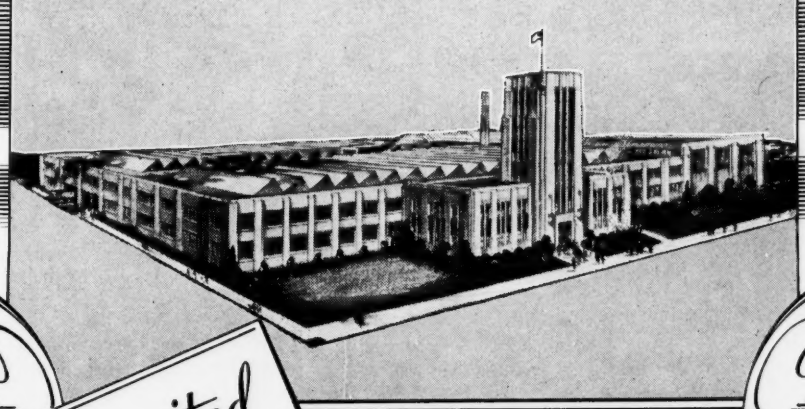


Fig. 1. The single tube at the extreme left of the illustration shows the first step in closing the tube. Even in this form tests showed the seal to be air-tight. Fig. 2, including the four tubes, shows the tubes sealed with the new air-tight closure. Under pressures from 47 to 54 lbs. the walls burst but the closures remained intact

Climaxing a QUARTER CENTURY *of* SERVICE



You are invited to visit this Chicago Carton Plant...

THE CHICAGO CARTON COMPANY since 1908 has produced the highest quality folding cartons and labels. New mechanical improvements in carton and label manufacture have been adopted. New means of producing the ultimate in beauty, serviceability, and salability have been constantly developed.

Three times in this period customer approval has forced moves to larger quarters. Now to climax a quarter century of progress the Chicago Carton Company moves to its new plant—the most modern folding carton plant in the world. Here new equipment and new methods will facilitate the production of even finer cartons than we have produced in the past.

CHICAGO CARTON CO.

4433 OGDEN AVENUE CHICAGO, ILLINOIS

ment of this new closure, thousands of tubes were tested and dozens of different kinds of adhesives were developed. Special testing apparatus was devised to apply and record the pressures.

Another test to which this new closure was subjected consisted of the following. A gross of tubes was filled with kerosene which seeps through ordinary closures almost immediately. After being closed with the new air-tight closure, they were allowed to stand upright for a period of six months without a leak developing.

Tubes precoated for this new closure can now be supplied by some of the tube manufacturers and it is expected that its use will not only prevent the losses and rejections formerly experienced but will make it possible to package many new products in tubes.

PACKAGED LIQUOR OUTSELLS BOTTLE FIVE TO ONE

HIRAM WALKER & SONS, Inc., whose Peoria, Illinois, distillery is said to be the largest in the world, had the opportunity on the night of December 5 of making an interesting and valuable test. The results



New lacquer finish spot-lights this liquor carton

proved rather conclusively the selling power of an attractively packaged bottle of liquor, compared to one offered package-less.

According to Geoffrey M. Field, advertising manager of Hiram Walker & Sons, Inc., certain liquor stores in Peoria on the night of the death of prohibition were stocked with only three blended whiskies, all produced by Hiram Walker. Of these three blends, all of which were at the time unknown, Meadow Brook was packaged in a striking folding carton, while the other two brands were available only in bottle form.

In the few days during which this condition existed, Mr. Field states, the packaged brand outsold the other brands 5 to 1.

The bottle carton for the Meadow Brook whiskey, which accomplished this selling scoop, is printed in black, red, and gold—on a high grade white clay coated board—and has excellent display value. While the colors are frankly bold, they are well handled in the design, creating a definite quality atmosphere.

An interesting feature of the appearance of this carton, which was produced by Container Corporation of America, is a new lacquer finish which brightens the colors and protects the carton against moisture and dust. If it should become soiled, the original luster can be restored by wiping with a damp cloth.

According to retail displays, a considerable number of the important distillers are merchandising their liquors in colorful cartons. The preferred display position given to the packaged liquor is a good indication of belief in the eye-appeal of a handsome package.

BRANDED STEEL BINDING

OF particular interest to shippers of liquors and wines should be "Pilferstop" steel binding, manufactured by the Stanley Works, New Britain, Connecticut.

Products of wineries and distilleries are frequently subjected to pilferage during transit, and the class of labor handling liquor shipments enroute is the one most tempted and most familiar with the ways and means to accomplish this. Here is where an ounce of prevention is worth more than a pound of cure, and this new binding, colorfully printed with a company's name and brand should be particularly valuable.

Pilferstop steel binding can be used only once. It cannot be cut off the case and re-applied because when



Branded steel binding applied to shipping case

Only STANLEY can make a label look like this!



Because STANLEY is the pioneer in metal seal production

If you want to adorn your product with an outstandingly beautiful and attractive label—of a quality and brilliance equal to this one—call upon the Stanley Manufacturing Company, for STANLEY is equipped by ability and experience, as is no other manufacturer, to provide you with perfection in metal seals.

The Stanley Manufacturing Company has, through all the years since it first pioneered in the development of the metal label, maintained a large Consulting and Design Department for the convenience of its clients. Use the coupon below to call upon this department and upon all the resources of the Stanley Manufacturing Company for aid in improving the sales value—the eye-appeal of your product.

Attach this Coupon to your letterhead

THE STANLEY MANUFACTURING CO., Dayton, Ohio

Gentlemen:

Without obligation, show us how to increase the sales value of our package.

Name .....

Address .....

City ..... State .....

EASTERN OFFICES: 200 5th Ave. New York City Telephone: Gramercy 5-4230

cut it automatically becomes too short. Cases bound with it cannot be tampered with because the thief would be unable to secure this special binding to re-strap with, and any substitution would clearly indicate tampering.

In addition this strapping gives prominence to brand by three features: brilliant contrasting colors; name of brand appearing twice on each side of the case, and the reading at right angles to the case printing. The binding appeals not only as a protection and as a fine advertising medium but, in addition, it provides a strong and adequate reinforcement to make certain that the shipment will arrive at its destination intact and in perfect condition.

IMPROVED COVER FOR FIBRE CANS

A NEW type of cover for fibre cans, known as "Griptite" has been developed and is now being offered by the Boothby Fibre Can Company, Roxbury, Mass. This cover, shown in the accompanying illustration in open and closed positions, incorporates four



Fibre can cover which corporates new features

features: A rounded edge so that the cover goes on very easily; greater rigidity and strength than in the former type of cover; a griptite feature on the inside of the cover flange whereby leakage between the side-wall of the can itself and the cover is prevented, and a more finished appearance to the cover itself.

REDESIGNED PACKAGE FOR STITCHING WIRE

THE package in which Silverstitch, the rust-proof stitching wire made by Acme Steel Company, Chicago, is shipped has been improved. The lid of the box is not nailed down, but strapped on. All the receiver has to do is cut the steel strap and lift the lid. This avoids damage to the box in opening, permitting it to be used as a dust-protector for storing the wire.

A further advantage described is the method of packing the coils. To keep them from tangling, a fibre disc has been placed on one side of each coil. And, to permit easier removal of the coils from the tightly packed case, a colored tape has been run through the core of one of the coils, so that the operator can grasp the ends of the tape and quickly remove the coils. The



New shipping package for stitching wire coils

illustration shows the new packages, the 5-lb. pack at the left and the 10-lb. pack at the right.

The advantages claimed for Silverstitch wire include a galvanized, rust-resisting finish, which avoids all possibility of causing rust stains on the cartons. Silverstitch is available in one-piece coils of 5- and 10-lb. size, and is said to be constantly accurate in width, temper and thickness.

USE OF BOTTLE WRAPS INCREASING

SINCE a large proportion of bottled liquors sold in England are wrapped, it is interesting to observe their acceptance in this country, for both liquors and wines. The sales psychology back of wrapped bottles is one of straight quality appeal. It is believed that the extremely small cost of an attractive wrap is justified many times over in creating a higher regard for the product with consumer and retailer.

The Pioneer Paper Stock Company, 422 West Ohio Street, Chicago, has manufactured wraps for other purposes, and is now offering a wide range of "Myracol" wraps for wine and liquor bottles. These are classified as *plain* wraps and *printed* wraps.

Some of the plain wraps are white, but are also widely used in bright shades, making a particularly eye-catching package. The printed wraps are said to offer splendid opportunity for display of brand and company names, trade mark, etc. The printed wrap provides many opportunities for individuality in the design and treatment of the printing.

The physical advantages said to be offered by bottle wraps are mainly those of protection to the label against dirt and scratches. Wraps will keep the bottles from becoming dusty. Pioneer Paper Stock Company states that so far both the wine and liquor people are showing considerable interest in the subject of wraps, and many of those who have not yet decided to present their line in wraps are conducting tests to determine the various advantages of bottle wraps.



THE superior cosmetics of Kathleen Mary Quinlan require packages of equal perfection. For this reason the firm of Quinlan has turned repeatedly to Karl Voss for the manufacture of outstandingly beautiful hand-made boxes. It is for this reason that many manufacturers who pride themselves upon the quality and beauty of their products like to work with this house which takes an equal pride in the perfection of every box that leaves its plant.



KARL VOSS CORPORATION

Division of Shoup-Owens, Inc.

HOBOKEN KVC NEW JERSEY

SHIPPING CASES AID LIQUOR MERCHANDISING

A TRAVELING BILLBOARD—an attractively printed shipping case—can be a valuable advertising medium. Public opinion of quality merchandise is formed by a great number of minor impressions. A



Utilizing shipping case surfaces for merchandising

quality shipping container will make a great number of such impressions. This becomes doubly important in view of the fact that liquor advertising will not be permitted in many wet states. It may be illegal to display liquor advertising in stores, but packages may be displayed wherever they may be sold. A handsome quality container is of great merchandising importance.

For this reason, important distillers are using high quality, solid fibre shipping cases—with posterized design, showing brand name, trade mark and company name—in most cases printed in two colors. Herewith are shown several such, produced by Container Corporation of America.

REINFORCING CANADIAN LIQUOR CASES

THE accompanying reproduction shows a photograph taken in a warehouse of the Liquor Commission in Montreal, Quebec, and illustrates the extensive use of Steelstrap, a product of the Acme Steel Company, Chicago. Used for years in various Canadian provinces, it is expected that the safety features provided by this method of reinforcing will see its wide acceptance in this country.



Reinforcing fibre cases to prevent tampering

It is stated that a fibre case, reinforced with Steelstrap, may be made entirely tamper-proof. A trade mark seal can be used which makes undetected pilferage impossible.

Judging by present indications, American distillers, rectifiers and wholesalers are adopting the finest type of solid fibre case. Their desire to present their products in the most protective and attractive container points to an extended use of Steelstrap.

"THE customer is always right." This is the slogan that has made the name "Karl Kiefer" a synonym of efficient machinery for more than 35 years. When Karl Kiefer launched the machine company incorporating his name, in the year of the Spanish-American War, he decided to manufacture the best that designing ingenuity, manufacturing brains and an uncompromising conscience could produce. By adhering to an inflexible standard of quality, Mr. Kiefer knew that he could afford to let the customer be judge and jury so far as the merits of his line were concerned.

"If there are to be any troubles with anything we make," he once stated, "they will occur in our plant and not in the customer's. Everything will be absolutely right when the job leaves our doors and we shall always take our customer's word as to whether every detail is satisfactory."

Surrounding himself with an able organization, every member of which subscribed to his theory that the best machines that could be built would constitute their own best advertisements, Mr. Kiefer saw his corporation thrive until it assumed nation-wide, then international, proportions. A large volume of The Karl Kiefer Machine Company business was in the beer and whiskey fields prior to prohibition. The "dry era" witnessed an entry into many other fields, and now—with the arid period at an end—the company is enjoying a flourishing trade both in the wet industries and in many others.



for APRIL
MODERN PACKAGING PRESENTS
three outstanding features

Following the largest issue of its history, Modern Packaging presents for April an issue of unparalleled editorial strength and reader interest, that will be read from cover to cover by every person who attended the New York Packaging Show, by every person who—unable to attend—wishes to keep up with packaging developments.

The hundreds who clamored for copies of this March issue, with its All-America Twelve presentation, will likewise eagerly await the announcement of The Hundred Outstanding Packages of 1933. To add—if that were possible—a final incentive to reader interest, Modern Packaging has chosen April as the issue in which to present the first authorized and official story of the Montgomery-Ward packaging re-design project.

So unusual a combination of editorial features provides the package manufacturer, the material or machine supplier with a "once-in-a-lifetime" advertising opportunity —an opportunity already recognized by so many advertisers that, more than a month prior to publication, this issue will exceed all previous April issues of Modern Packaging by fully 25%.

MODERN PACKAGING
425 4th Ave., New York City
Telephone: AShland 4-0655

Chicago Office:
Alan S. Cole
221 N. La Salle St.
Telephone: Randolph 6336

Advertisers who have not yet contracted for space in the April issue may still do so. But—immediate action is necessary. Wire or phone.

PACKAGE IDENTIFICATION AND PROTECTION

(*Continued from page 102*) ployed to outcast deceptive packages. Any ban on fanciful and irregularly shaped packages will, of course, affect packaging fashions in respect to form or outline, but does not jeopardize the present ideal of a national style as does the threat to clutter up the package with supplementary notations.

Several subdivisions of the food industry have gone in for these mutual compacts for unabridged data on the package. For a close-up of a representative example, let us take the macaroni industry, which is typical in its program. Under its NRA code, just approved, the macaroni industry assumes the obligation to place on every package label the name and address of the manufacturer or distributor. That disposes, at one swoop, of anonymous private brands or orphan brands, so called. The declaration of sponsorship is to be linked with display of the generic or descriptive name of the product. This last is calculated to, in effect, waive the privilege granted by the present Federal Food Act of designating a food specialty solely by a distinctive nickname, omitting the conventional character-term or class-name.

The novelty in the personal or corporate responsibility pact of the macaroni industry is to be found in an annex to the requirement for the name of the marketer. This extra added touch specifies that in the event that the manufacturer is not the distributor, an appropriate identifying mark of the manufacturer *shall appear on the shipping container.* Thus, for the first time in regulatory history is the shipping container given team relationship with the unit package in the matter of identification. The net result of this basic or underlying scheme of package identification will be to make it easy for members of a trade to trace private brand supplies. Also, it will be feasible for any member of the public who is sufficiently curious to ascertain the primary source of package goods that he buys under a jobbers' or retailers' "own label."

Full formula labeling, as exemplified in the macaroni code, denies the intent to compel any manufacturer to disclose any trade secret or process that is properly confidential. But the spirit of public confession is expressed in the rule that all macaroni products except noodles, made from semolina, farina, flour or mixtures thereof shall bear a true statement of the names of the farinaceous ingredients. "Added ingredients," if wholesome, are condoned in any formula but presence must be declared on the label. In accordance with the above-mentioned hook-up of unit package and shipping case, the names of ingredients in a packaged product must show on the shipping containers as well as on the labels of the unit packages.

What loss to packagers who have to shift to the new tell-more technique in packaging, with a stock of unused package supplies on hand? This question is answered for all industries by the pattern provided by the macaroni industry in its model code. Exemption is provided for all labels, wrappers, cartons or other printed packaging materials on hand or in stock. Assuming that the reserves of package dress do not bear any false or misleading statement.

To enjoy a period of grace in which to work off his stock of old-style packages, the manufacturer must file with the Committee of the Industry within a period of ten days a complete certified inventory of the package supplies on hand.

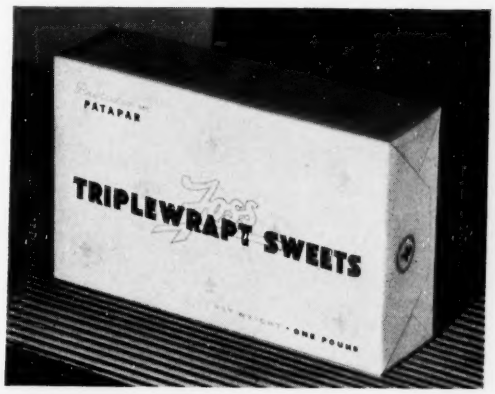
PACKAGE INSERTS are not necessarily taboo under the new concept of food labeling, as has been hinted in hearsay gossip. That is to say, there is no prejudice against package inserts as such. But certain classes of package stuffers will run counter to the prohibition on "the use of coupons of any kind." Just as the insertion of pieces of chinaware or other "gifts" in the food packages encounters the edict against "premiums whether or not involving elements of lottery." If the lengthening of the-story-on-the-package cramps the visibility, what shall be said of the restrictions in certain quarters upon the use of mischief-making colors. The macaroni treaty, for example, declares against the use of colored containers which make the product "appear better than it is." Yellow is not mentioned. But the effect of this closed season for exaggerating colors will be to put yellow off this part of the packaging map.

Visitors to the Exposition who are impressed with the exhibit-evidence of a nationalistic, Yankeeized slant, common to the whole current run of new packages, may find comfort in one break of news. If there is a knock for broad-stroke package design in the call for longer messages on packages, there is a boost in the resumption of the Governmental campaign for simplified packaging.

What the Federal agency can do in consolidating chaotic, hit-and-miss packaging was well demonstrated by what the Simplification Division accomplished in reduction of the varieties of coffee cartons. With all due respect for the American Standards Association, there are several reasons why the package work is better off in the old home. For one thing, the private agency encountered difficulty in raising money to carry on. The association has not at its command the facilities of the big laboratory at Washington. Finally, there is the intangible factor of Government prestige. Straggling packagers will join a standardization procession more readily when Uncle Sam is in command.

Strictly speaking, package simplification under the auspices of the Department of Commerce has nothing to do with a nationalistic theory of package design or decoration. All the same, simplification smoothes the path by inducing all parties to automatically concentrate on set standard sizes or capacities of containers. That leaves package designers and package users free to bend all their promotional and merchandising efforts to obtain individuality and distinction by ingenious use of color, dare-devil typography and other expedients within the set bounds.

PROTECTING CANDY FRESHNESS



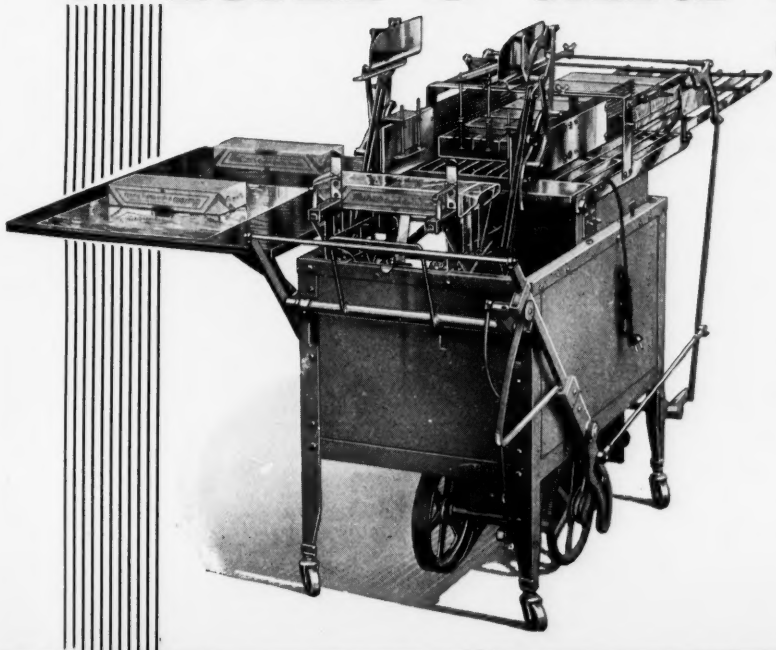
H. D. FOSS COMPANY, of Cambridge, Mass., has recently introduced its new Triplewrapt Sweets pound candy package, a container which holds considerable of interest to the packaging fan. First of all, the Triplewrapt Sweets box initiates the use of vegetable parchment paper, Patapar, as an overall wrapper. Patapar has been nationally advertised to the housewives of America as a moisture-proof, insoluble paper. And most consumers know that humidity is what spoils candy. Therefore, the fact that the outer wrapping of Triplewrapt Sweets is impervious to damaging moisture conditions gives the candy an added sales point.

The name, Triplewrapt, is explained by the three-point protection given the box. First, it is lined and padded, to prevent damage in shipping and handling, and also from detrimental external conditions. Second, a hermetically heat-sealed wrap of waxed paper seals in the original freshness and goodness of the confections. The third feature is the overall wrap of Patapar. H. D. Foss Company has secured exclusive rights to Patapar as a candy wrapper.

Foss Triplewrapt Sweets will be sold largely through drug stores. A survey made among druggists indicated that they were losing a large part of their candy business to the so-called "home-made" and "studio" candy shops, with their seemingly more valid claim of freshness. To meet this competition, the package has been designed with homely simplicity, in dainty pastel colors, and with a refreshing lack of frills and furbelows. It is obvious that the money spent on the package went into the candy, not the box.

The triple-wrapped package will be featured at the point of sale by window and counter display material built around the box itself as a central theme. The package was designed by the company's advertising agency, Louis Glaser, Inc., of Boston, working closely with H. D. Foss Company officials.

WRAPS and SEALS



CELLOPHANE...

. . . ON the WINNING CAMPANA PACKAGE

The Cellophane wraps of the All America prize winning package were applied by the Miller Semi-Automatic Wrapping Machines.

This machine will do an equally beautiful job of wrapping and heat-sealing cellophane or wax paper wraps on packages of crackers, cookies, cake, paper napkins, coffee, tea, candy, etc.

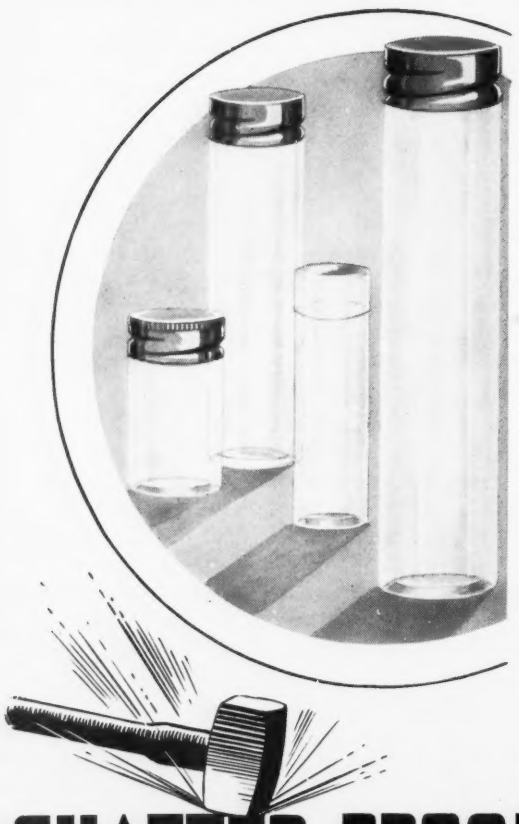
Its operation is quite simple and it may be quickly adjusted for a wide range of sizes. It will wrap and seal up to 600 or more packages per hour with one operator or 1,000 or more with two operators.

Send us a sample of your package and we'll return it wrapped and sealed by the "Miller."

Write for a circular.

MILLER WRAPPING & SEALING MACHINE CO.
14 South Clinton Street, Chicago

LUSTEROID
CONTAINERS



SHATTER-PROOF

LUSTEROID containers assure their users of complete freedom from breakage, thus entirely eliminating all shipping losses and the expensive delays resulting from breakage in shipment. LUSTEROID containers, being seamless, are leakproof and odorproof. They may be shipped at rates substantially lower than those imposed upon goods packaged in breakable containers.

LUSTEROID containers are 80% lighter than glass containers of equal size, thus providing an additional and substantial saving in freight and handling charges. In addition, this extra lightness permits the use of lighter, less expensive cartons, wrappings and shipping containers.

LUSTEROID containers may be had in their natural tone, colorless as glass or in any desired color, with transparent or opaque finish. They may be had with your own design or trade mark processed as an integral part of the container.

LUSTEROID containers are made as vials, jars or tubes. They are odorless. Closures may be plastic or metal caps as well as corks. Consult with us for the solution of your packaging problems.

LUSTEROID
CONTAINER COMPANY, INC.
Formerly Lusteroid Division of The Sillcocks-Miller Company
10 PARKER AVENUE, WEST
SOUTH ORANGE NEW JERSEY

THE BUSINESS OF PACKAGING—III

(*Continued from page 111*) the cans are being fed to the labeler from a stack, which is the custom in some plants, although in many others there is a complete automatic production line with conveyors between the machines.

Corn Products Refining Company, Carter's Ink Company, Lehn & Fink, etc., use labeling machines for their products made by the O. & J. Machine Company, a division of the Liquid Carbonic Corporation. The general plan of utilization is much the same with variations due to local conditions in different plants.

Some types of containers need washing after filling and this may be economically done on spray conveyors, such as are made by the Karl Kiefer Machine Co. There are also drying conveyors on the market and numbers of standard conveyors for carrying products from one packaging operation to another. The only satisfactory way to get the right machine is to call in the manufacturer, show him the product, containers and physical layout of the available space and then follow his advice. (*To be continued*)



Sensible, this "Pantry Package" of Mary Carleton lotion. The ribbed surface of the flask prevents slipping, while molded cap and label (by Foxon) add attractive balance.

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Over 75 years Experience
in the manufacture of can and bottle closures

Lead and Tin Collapsible Tubes
Aluminum and Nickel Plates Cork Tops
Polished Coppered Cans
Sprinkler Tops
Screw Caps
Lead and Tin Coated Spouts
Metal Specialties

Consolidated Fruit Jar Company
New Brunswick • New Jersey

ON MY WAY TO NEW YORK AND THE PICCADILLY



. . best hotel I know! Near everything, just 200 feet from Broadway. Modern, hospitable, and comfortable. Like the Manager, like the rates—$2.50 single, $3.50 double, for a room with bath!

THE HOTEL -
PICCADILLY
45th St. • W. of Broadway • New York
WILLIAM MADLUNG,
Mng. Dir.

A Bag for Every Purpose



Visit Our Booth • •
No. 138, at the Fourth Annual Packaging Show: Hotel Astor, New York City—March 13th-16th.

UNION BAG AND PAPER CORPORATION
WOOLWORTH BUILDING NEW YORK



An Invitation to all Makers of Fine Products

The Bridgeport Bag & Jewelry Case Company manufactures fine boxes and carrying kits for cosmetics, jewelry, precision instruments and other products worthy of the finest in packages. Our facilities include box and bag making equipment of every sort and a completely and competently staffed Design Department. We invite all manufacturers desirous of improving the appearance and the re-use value of their packages to communicate with us. Our facilities are completely at their command.



BRIDGEPORT
BAG & JEWELRY CASE CO.

•

BRIDGEPORT, CONN.

EDITORIAL CORRESPONDENCE

(*Continued from page 110*)

A set-up paper box is a container (a) other than a shipping container, (b) in which it, or its integral parts, (c) are made from one or more pieces of boxboard, (d) and the primary joints and closures of which are formed by the use of accessory materials, (e) and in the primary joints and/or closures of which the final outer surface of the blank is not in direct contact with the final inner surface of the blank, when assembled, (f) unless made from more than one piece.

Note: (a) See Note (1) above.
(b) See Note (2) above.
(c) This section would not exclude the use of bending board by the set-up box manufacturer.
(d) It is of the nature of the set-up box art that its corners or closures are formed by the use of accessory materials.
(e) It is of the nature of the set-up box art to exclude this form of construction.
(f) This covers the Kingsbury & Davis double ender type.

The Code for the folding paper box industry as signed by the President on December 30, 1933, contained the definition of a "folding box" is substantially the same language as worked out by the National Folding Box Company. This definition is as follows:

"Industry—The manufacture and sale of containers (other than fibre or corrugated shipping containers), which, or the integral parts of multi-piece units of which, are made from a single piece of one or more plies of boxboard and in the primary joints and/or closures of which the final outer surface of the blank is in direct contact with the final inner surface of the blank, when assembled."

EDITOR

•

Included in the February, 1934, issue of *Executives Service Bulletin*, published by the Metropolitan Life Insurance Company, is an article "Product Development Program Opens Two New Markets," by **Richard S. Reynolds,** president of Reynolds Metals Company, Inc. This describes the development program of his company in extending into electrical refrigerator and building fields.

•

The first issue of **Aluminum News-Letter,** a monthly publication designed to acquaint those interested in business and industry with the most recent developments in the aluminum industry, has just been issued. It is well illustrated and includes brief comment regarding new and established applications of aluminum. It is published by the Aluminum Company of America.

Liquid Carbonic Corporation of Chicago has varied the monotony of the old time catalog in a unique and attractive manner. Instead of including in a general catalog all, or a number of various products, they have prepared a series of $8^1/_2$ in. x 11 in. booklets, each treating on only one product. These run from sixteen to thirty-two pages in size, and are capable of filing in any letter size cabinet. Bound together they are a very complete and fully explanatory review or catalog of the Liquid Carbonic business, while separately they present each product in its most salable and attractive form. All of these pamphlets or catalog sections have an individual color in keeping with one uniform design, and the arrangement, illustrations, and large size, readable type, make them most acceptable sales literature on any buyer's desk.

THE PROOF OF THE PUDDING

(*Continued from page 83*) more inclined now to display our package prominently than they previously were. The better types of department stores who prefer to feature exclusive lines and higher priced toiletries in deluxe packages have taken to our green and white carton enthusiastically. It naturally lends itself to mass display in a most effective manner and as a consequence the greatest mass centers of distribution, such as syndicate five- and ten-cent stores, have taken hold of it and featured it in counter displays and windows in a manner that is truly remarkable.

Let me observe that if sales acceptance of a product is any vindication of your judgment in awarding the 1932 cup to the Italian Balm package you must certainly have it in a fashion which cannot be denied.—I. Willard Crull, Campana Sales Company.

THE Owapi box, on which we received a cup for the 1932 award in the set-up paper box group, was a clever box, very original in design and excellent in appearance. But as it was put out exclusively at a 10-cent consumer price in the chain stores its cost rapidly mounted so at the advanced prices its sales steadily declined. Owing to the boxboard and paper box costs, as well as our own increased costs, due to peculiar type of box, there was nothing we could do regarding putting it out at a higher price.—C. J. Comey, Standard Crayon Manufacturing Company.

WE wish that we had some accurate figures to give you in regard to the increase in the sale of our lines due to the use of the molded box and reel, our two packages that were chosen as one of the winners in the 1932 All-America Twelve package competition. We can, however, give you a general idea of what this package has done for us.

To begin with, we probably received enough publicity through the trade papers and through recognition by the trade to pay for having the package made. It

As Merchandise
YOUR PRODUCT
Needs Display



Spice Display
DW 1210



DW 275
Stairstep



Rotating Candy Box Display
DW 1208

If it's a Broom, Candy Bar or Bag

Whatever the product, it becomes merchandise when it has to be sold—and display is the most effective way of merchandising. Hundreds of types and designs of Union Displays are now in daily use. Union Designers have created successful displays for your colleagues and your competitors. We understand your problems and can serve you well. Let us suggest an effective display for your merchandise.

See 20 of the most successful displays of 1934 at the Union Booth 140 at the Packaging Show.

UNION STEEL PRODUCTS CO.
521 Berrien Street Albion, Mich.
UNION DISPLAY RACKS

Swift as the flight of a startled doe,
Straight as an arrow sprung from the bow,
Shaming the wolf with his tireless skill
Dauntless through forest, o'er plain and hill,
Steady and straight to his course he clings
Thus the Red Runner his message brings.

AD SAYS: Knowledge of trails and endurance were the qualities that made the Indian Runner a safe, sure and swift carrier. The quality of the products, the service to the users, and the integrity of the manufacturer are the qualities that make Star Adhesives safe, sure and dependable.

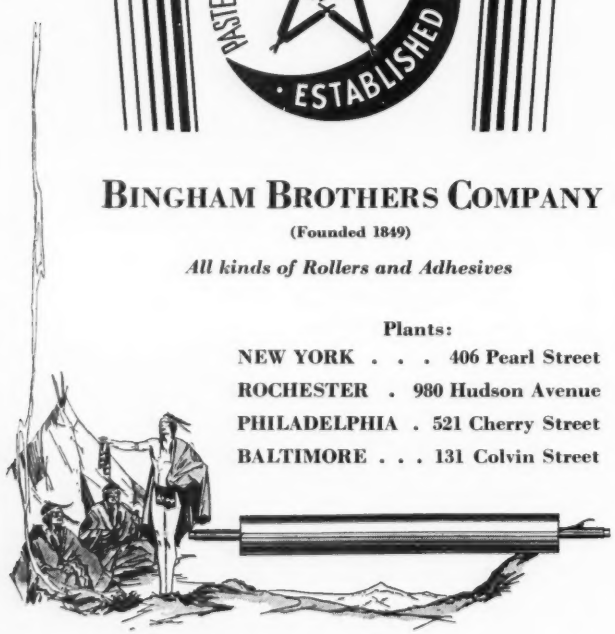
Of particular interest to the paper trade is our continuous design rubber roller. It is no longer necessary to send to Germany for this type of roller, which means a considerable saving of time.

Send for our desk Calendar and circular "A Prophet talks Profits."

PASTES-GLUES-ADHESIVES-GUMS
ESTABLISHED 1849

BINGHAM BROTHERS COMPANY
(Founded 1849)
All kinds of Rollers and Adhesives

Plants:
NEW YORK . . . 406 Pearl Street
ROCHESTER . 980 Hudson Avenue
PHILADELPHIA . 521 Cherry Street
BALTIMORE . . . 131 Colvin Street



really amounted to a sensation in our industry.

We pack our most expensive fly line in this molded box and this showed a nice increase in sales during a year that will probably go down in history as the worst year of depression we have known. We started to sell only one line in this box, namely, this very highest quality line, but after we found that it was so favorably received we decided to pack other of our lines in this manner.

In this high class line, the regular pack on the level line was four twenty-five yard coils connected, and anything less than a hundred yards had to be sold in the trade as remnants. These were usually put up in twenty-five yard lengths and put out at a distressed price without one of our regular labels on it. We decided to pack this twenty-five yard length on the molded reel and charge full price for it, labeling it the same as the regular merchandise. Under this pack we were able to dispose of all of our remnant lengths and get full price for them, and in fact had such a demand for them that we had to cut regular lines in order to take care of the volume.

After proving this on the fly casting lines we tried the same thing on a fifty yard bait casting line that was usually sold as a mill end, and today we have a market for all of our mill ends packed in this manner and have to provide for the extra orders by cutting up the regular lines.

This package is probably one of the best features of advertising that we have ever undertaken.—J. T. Crandall, Ashaway Line & Twine Mfg. Company.

THE sales of Mennen Brushless Shave in 1933 were about four times as great as they were in 1932. This, we feel, is a very satisfactory showing, particularly for a new product in a highly competitive field, but what is of greatest importance to us is that the cream is leaving the dealers' shelves at an ever-increasing rate of speed and there is no glut of the preparation on the market, as is the case with some other competing creams that got started at about the same time.—William G. Mennen, The Mennen Company.

THE sales results on our Cotton Picker package which was chosen as one of the winners in the 1932 All-America Twelve package competition were unsatisfactory and our volume has been disappointing. However, I do not blame this on the package but on various reasons which are not necessary to go into.—C. K. Perkins, Bauer & Black.

THAT display of ours which won an award at the 1932 All-America Twelve package competition was on our Sparkling Water. It was part of our regular and general promotion and display program on this product but it is, of course, rather difficult for us to determine just what actual results were secured from this particular display.

About all we can say is that this was one of the most popular display pieces we have ever put out and that

our volume on Canada Dry's Sparkling Water is constantly increasing.—F. E. Carson, Canada Dry Ginger Ale, Inc.

IN answer to your letter of February 8th about the sales results from our winning the silver cup last year. I know it has given us prestige with the trade. But you know we are only just beginning to do a wholesale business; most of our trade is done through agents throughout the States and from retail trade.

Undoubtedly when the wholesale buyer is told of our winning the cup they give us more attention. It has certainly been of invaluable help to me, giving me confidence in the knowledge that the packaging is considered good by your expert committee.

We have been more than encouraged by the growth of our business, which has been consistent, but find it difficult to tell you how much of it has been due to your publicity. This has been valuable and is very much appreciated.—Grace Chess Robinson, Mary Chess, Incorporated.

AS to the sales of J. D. Fly Spray during the period following the adoption of the new design, the production records do not indicate a great increase over the sales of the old package. However, inasmuch as sales on similar products declined during last year we feel satisfied that the new design has done a good job. It is the impression that business conditions were not favorable for an item of this type.

The old package which was replaced by J. D. Fly Spray really wasn't a bad package. It was a bottle with a bright label which also had as a conspicuous part of its design a big fly. He wasn't as smart as the fly on J. D. Fly Spray but was almost brutally realistic and therefore ranked as a good attention getter.—D. F. Sackett, Walgreen Drug Stores.

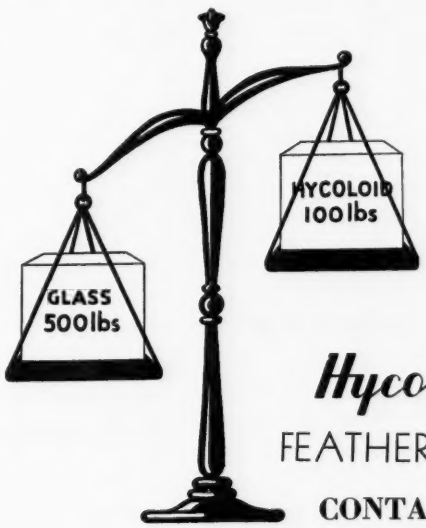
IT is difficult to state what, if any, sales results we have had from the corrugated container which was chosen as one of the winners in the 1932 All-America Twelve package competition.

The only advertising benefit we get from this container is a very negligible one. The package attracts attention wherever it goes, that is, when it is being delivered to one of our dealer's stores, but it is never used as a display or to carry the merchandise while it is being sold, for, unfortunately, owing to the perishable nature of our product, the dealers take the butter out of that prize-winning package and put it into their refrigerators.—Albert Lowenfels, Frederick F. Lowenfels & Son.

THE Modess package which was chosen as one of the winners in the 1932 All-America Twelve package competition, as you may recall, was a special packing of Modess and was not adopted as our permanent put-up.

Weight is Waste

in handling time and labor
in strength of carton or case
in transportation expense



Hycoloid
FEATHER LIGHT
CONTAINERS

are only 1/5 the weight of glass

The use of *Hycoloid* bottles—jars—tubes—or vials, instead of glass, will reduce your shipping weight 80%, and will also reduce your shipping costs considerably.

Also, *Hycoloid* is unbreakable. Drop it—jam it—knock it about as you will, there are no breakage costs to come out of profits. It is seamless, odorless, moisture-proof, unaffected by weather conditions.

***Hycoloid* can be had in transparent or opaque, and in any color desired. Your label can be permanently processed during production, in chip-proof, flakeless colors, brilliant and lustrous.**

Let Us Help You With Your Packaging Problems

HYGIENIC TUBE & CONTAINER CO.
46 Avenue L, Newark, N. J.

Hycoloid
in tubes, jars and vials



What!

No Picture?

Right! No Picture! We custom-mold individualized containers. No "stock" selections—nothing conventional—every plastic-molded packaging product by American Record Corporation is distinctive . . . different!

We could only *picture* what we've molded for OTHERS. We would like to *show* you what we can mold for YOU. May we . . . soon?

● MOLDED PRODUCTS DIVISION ●

AMERICAN RECORD CORPORATION

ARC

SCRANTON, PA.

Custom Molders of

ARCOLITE . . . BAKELITE . . . DUREZ
DURITE . . . RESINOX . . . URALITE
BEETLE . . . PLASKON . . . UNYTE
LACANITE . . LUMARITH . . . TENITE

In black or white and all plain or mottled colors.

SCRANTON BUTTON — FOR 50 YEARS — BRAND

Executive and Sales Offices:
1776 Broadway, NEW YORK
Chicago Detroit Cleveland
Hollywood, Cal.



A.R.C.-Molded Run-R-Stop Tube Container... Honorable Mention in Modern Packaging's All-American Contest. New! Novel! Noteworthy!

We had noticed a tendency for consumers to desire a plain unlabeled box for napkins. Consequently, for a short period we put Modess up in a plain box with a removable wrapper. This was the prize-winning package.

We eventually discarded the idea for the reason that the labels became torn in stock and our check-ups showed that a sufficient number of women were not reacting to the idea.—Wm. C. Martens, The Modess Corporation.

WE are glad to report that we have had a very pleasant sales experience with our Maple Cabin which won the first prize for the miscellaneous group in the 1932 All-America Twelve package competition. When this item was introduced, we made it the leader of our candy line, supplanting another novelty container which had been featured previously. During the year 1933 the sales of the Maple Cabin were just about double the sales of those in 1932.

Another comparison which might be made is in connection with our magazine advertising. Each year prior to Christmas we run mail order copy in about a dozen national magazines featuring our leader. The net results of our 1933 advertising, which featured the Maple Cabin, were approximately forty-four per cent better than our 1932 advertising which carried the former leader.

On the double page spread of our mail order catalog we featured the announcement of this cabin winning first prize in its group and we feel that this was of considerable value in assuring the public of the merits of this item.—H. R. Whaley, Maple Grove Candies, Inc.

AS IT SEEMED TO US

(*Continued from page 81*) ing. Because of the difference in our approach to packaging problems, we did not, of course, lay equal stress on the various aspects of package design. However, our combined viewpoints seemed to me to represent a pretty well-balanced estimate of each package or family of packages when it came to the final vote. As I discussed modern packaging problems with the other judges, I was more than ever impressed by the fact that successful designers of packages must view the package carefully from all possible angles and at all stages of its career, from the actual production of the package to the time it reaches the ultimate consumer. What a fascinating story this would make!

by Charles Austin Bates

MOST impressive to me in the All-America competition were: 1. The great number of packages entered. 2. The general high average of ex-

cellence. 3. The vast amount of study and work which must have gone into the designing. 4. The speed and fairness with which the seven judges selected the outstanding packages in each group and the degree of unanimity in the final gradings and decisions.

My only suggestion as to future competitions is that the practicability of the packages for their purpose may be given greater value in "points" than the artistic elements.

That this consideration was present in the minds of the judges is, I think, amply evidenced by their awards. My thought is only that it might be still further emphasized in the rules for future competitions.

by Traver Smith

MY strongest impression was the thorough and serious way in which MODERN PACKAGING organized and conducted this contest. The packages were arranged in classified groups in such a way that all could be given equally careful consideration. It was practically impossible for the judges to overlook any package entered in the contest, and the awards were made on the basis of outstanding merits.

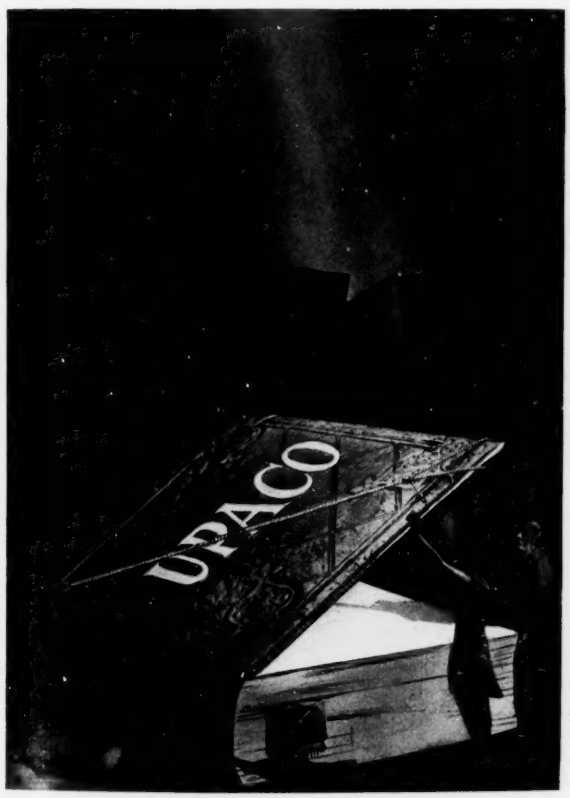
I was also greatly impressed by the interest shown in the All-America Twelve package competition—over 1200 packages were submitted. Although this large number of packages greatly increased the task of selection, it was a very gratifying response from the manufacturers and a tribute to MODERN PACKAGING for its efforts in sponsoring the contest.

The remarkable progress, during the past year, made in all kinds and descriptions of packages was also brought forcibly to my attention. This improvement is not only in new and striking designs but in greater practical convenience for the dealer and consumer.

by Harry Hollas

THE judges in the All-America Twelve competition to select outstanding packages created during the past year had no easy task. Each winning exhibit was selected from its initial group for outward appearance and subjected to a thorough criticism Appeal value to increase the sale of a product, harmony of color and design and the practicability of keeping a product perfect until completely used by the consumer were considered of first importance.

MODERN PACKAGING is playing a most important part in the progress of transforming a package into a work of art, and the enthusiasm created by the All-America Twelve competition is shown by exhibits from all parts of the country. Entries for next year may still be larger and probably a semi-annual exhibition will be necessary.



ADHESIVE KNOWLEDGE

By UPACO

The sealing difficulties of all Packaging Problems are welcomed in Upaco Laboratories. Hundreds of formulae from scientific research await YOUR problem.

May we ask YOU to use Upaco Adhesive Research Service. There is no charge.

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MEDFORD MASSACHUSETTS

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● The exclusive Dura-Color process is the only method by which true and uniform pastel colors can be applied to glass containers of every type. Dura-Color, always low in cost, now costs less than ever, operating economies having permitted us to make recent reductions ranging as high as 20%. The sales appeal of a distinctive color can be tested at nominal cost because Dura-Colors, Inc., accepts orders as small as one gross of a size and such tests may be had without delay, 7-10 day delivery service being maintained. You are invited to send us a few of your own containers. They will be returned promptly with the new Satin Finish treatment, which makes standard Dura-Color decorations even more attractive than before to the eye and to the touch. Write to

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1814 E. 40th STREET
CLEVELAND, OHIO

INFLUENCING THE DOCTOR'S SELECTION

(*Continued from page 63*) tents easy, effortless and quickly available to the user.

4. The new package should meet the storage requirements of the druggist, occupy the least amount of space, provide room for the cost mark, and have sufficient base on which it would steadily rest.

In analyzing the old Anasarcin package—both the commercial 100 tablet package and the clinical or physician's sample container—none of these requirements were met adequately. In the commercial package, the tin can was hard to remove from the carton, and if the package were turned upside down, and shaken to get the tin out, the lid frequently came off and the contents spilled. The lid for the physician's sample tin was so tight that it was practically impossible to remove it with the bare hands, the point of a pen knife being necessary to pry the lid loose.

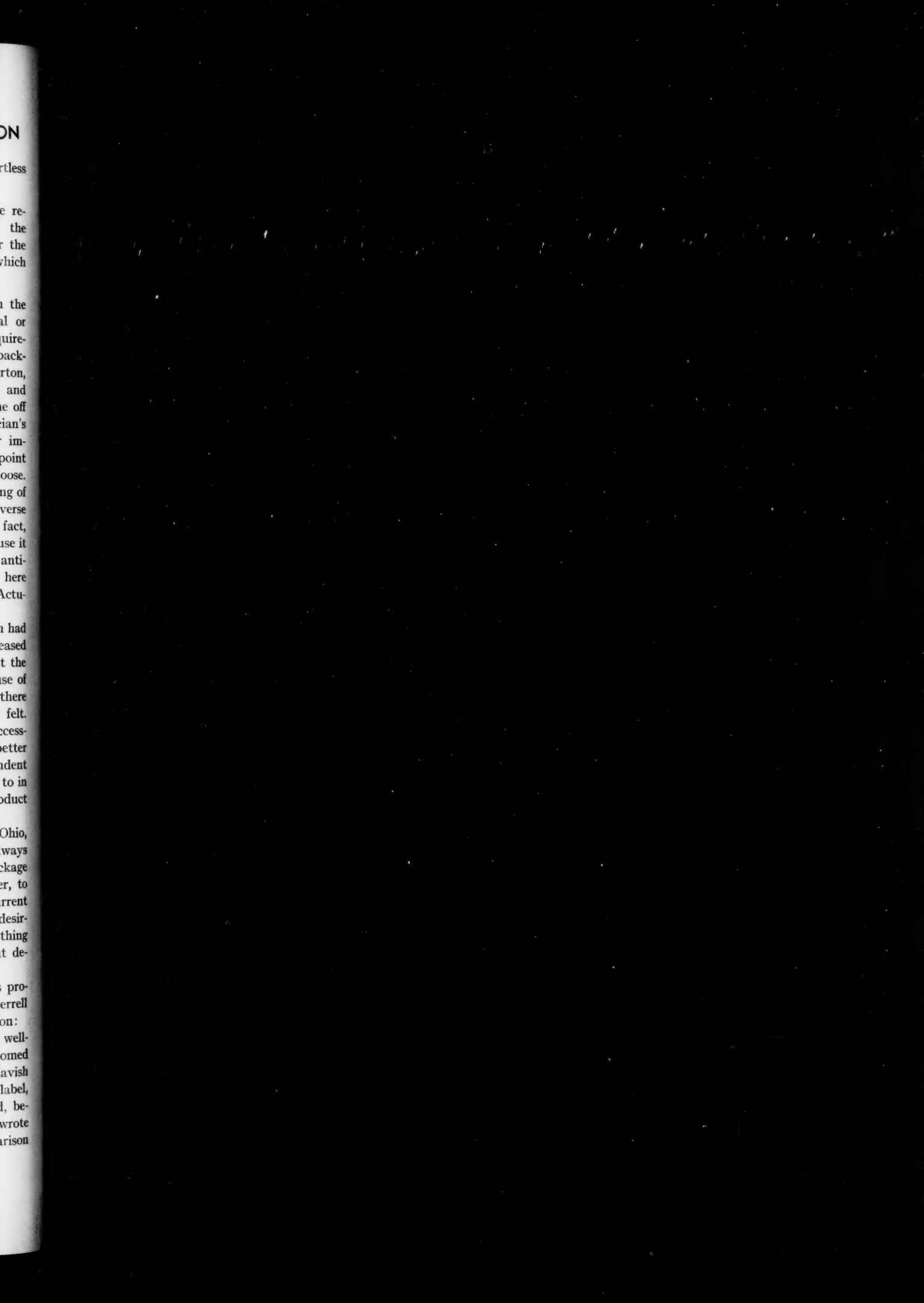
In making such a radical change in the packaging of an old established product, one might expect an adverse effect on sales. Quite frequently, as a matter of fact, this fear is voiced by manufacturers, who like to use it as an alibi against improving and modernizing antiquated and outmoded packages. Let it be said here that Anasarcin received no adverse criticism. Actually, several commented favorably on the change.

On the other side of the ledger, complaints which had to do with the accessibility of the package have ceased altogether. Since there was no anticipation that the package would materially increase the sale and use of Anasarcin, no disappointment was felt because there was not an immediate and large sales increase felt. The package, a secondary consideration, in the successful marketing of Anasarcin, was adopted to serve better the existing trade, invite consideration and independent testing by physicians who had never used it, and to in no way obtrude on the consideration of the product which is and must remain of primary importance.

The Wm. S. Merrell Company, Cincinnati, Ohio, the oldest pharmaceutical house extant, has always maintained a conservative attitude toward package styles and designs. It has endeavored, however, to keep abreast of the times by adopting from current packaging design trends such features as seem desirable, while ignoring others which contribute nothing to the ethical spirit of their products, and might detract, if adopted.

The influence of new package design trends is progressively shown in the several examples of Merrell products, included in an accompanying illustration:

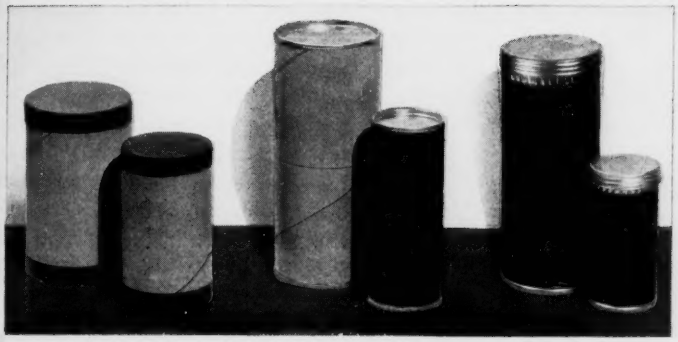
Essence of Pepsin. Showing just what the well-dressed bottle of "the gay nineties" was accustomed to wear. The ornate title plate, with its lavish curves, liberal flourishes, and the die-cut label, were "all the rage" when the brown-derbied, bewhiskered, stern young doctor of that period wrote prescriptions for a digestant. Direct comparison



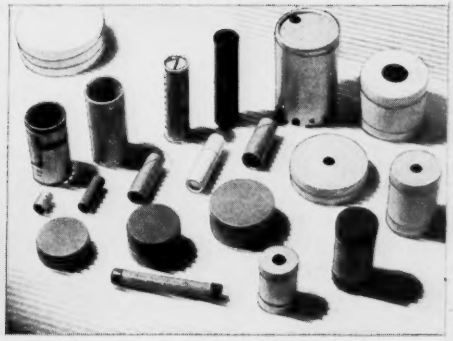
UTILITY CONTAINERS BY CROSS



Dredge-Wheel Type | Friction Plug Top | Tin Slip Top Dry Drug Packers | Revolving Sifter Top | Aluminum Pouring Spout



Flush Covered Paper Box | Cross Pilfer-Proof Mailers | Screw-Top Mailers



Paper Box Specialties





Our line of manufacture includes a variety of paper cans and composite cans for insecticides, chemicals and various other food products.

Cosmetic manufacturers will find our Talc and Dusting Powder Containers both attractive and economical. Made in a variety of sizes, they are readily adapted to colorful wraps—lithographed, printed or with raised printing.

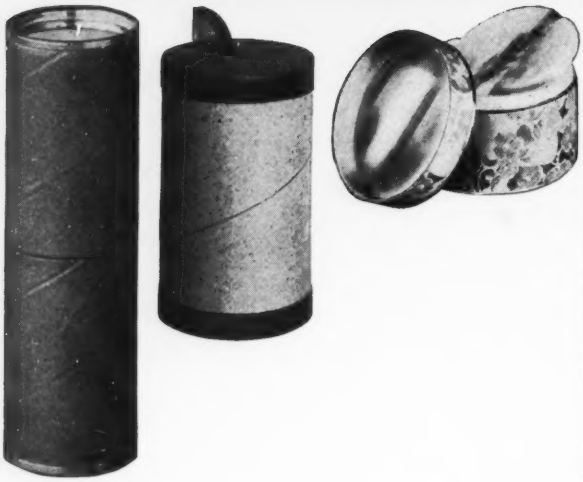
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Cleveland spiral wound tubular containers make the ideal package for practically any product. They combine sales appeal, practicability, and economy.

Our packaging engineers will be glad to help you work out your packaging problems.



THE CLEVELAND CONTAINER CO.
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Plants: Cleveland • Detroit • New York • Philadelphia
Sales Offices: Pittsburgh • Rochester • Chicago

with the twentieth century concept bespeaks for the newer design, simplicity, strength, practicability, neatness and immediate legibility.

Beef, Iron and Wine. This series offers an even more striking comparison of the various degrees of packaging progress. Like grandfather, father and son, these various styles, although related, exemplify the spirit of label design in vogue during three distinct periods. Of course the modern package, with its light blue, dark blue and buff label is somewhat more of the dude than the average pharmaceutical label. The reason for this is that Beef, Iron and Wine is one of the few ethical products that frequently emerges beyond the prescription room.

F. E. Echinacea in keeping with the best packaging styles 25 years ago.

Natural Salicylic Acid. The pre-World War attire of this package is neither so comely, convenient or practical as its more up-to-date successor. The screw-capped, wide mouthed bottle is a time-saver for the prescription pharmacist. The substitution of a transparent cellulose label band in place of the antiquated parchment wrap assures a perpetually tidy label and utmost visibility and legibility of the copy.

Sodium Salicylate Natural. Showing the influence exerted in a single decade, this package being developed in 1919.

Alycin. This product was adopted in 1930 and revised in 1932, the latest design being shown.

Plurimone. The most recent addition to the Merrell specialty line. While retaining some of the characteristics of the Alycin package, it was greatly enhanced by a rich (though not gaudy) color scheme, of black, white and flesh, a modern (but strictly ethical) design, topped off with a black screw cap, transparent cellulose wrapped and enclosed in its similarly individual carton.

The remaining illustration shows several other new Merrell products and packages, which deserve distinction for modern—though ethical—character and design:

Cod Liver Oil Concentrate, in gray, white and pale yellow.

Tamate, in gray, white and light powder blue.

Karicin, in gray, white and maroon.

Soricin-Capsules, in gray, blue-black and silver edging on the box.

Calphate, done in blue, black and white.

Trends of package designing are like the four winds of Heaven—eternally changing. Styles in packages, as in other things, come and go, but withal do leave their influence behind in one way or another. While the ethical pharmaceutical manufacturer, conservative in packaging matters, may not be ultra-enthusiastic about many of the new package designs, he will undoubtedly be greatly influenced—reluctantly, no doubt, unconsciously, perhaps—in redesigning his present antiquated packages, and in creating fitting wearing apparel for his as yet unborn products.

THE NEW TOMORROW

(*Continued from page 57*) tions which give great promise for the future. Foremost among these were the following: The adoption in the oil industry of non-refillable tin cans; the manufacture of die-cast zinc boxes and containers; the greater use of metal, wood and plastic combinations; improvement in specially prepared paper containers, either through paraffining or lacquering, and as applied particularly in the packaging of fresh vegetables; more extended use of rigid transparent containers and displays; increasing applicability of molded plastics, under improved formulas and molding methods, to various containers and closures. Also, as pertaining to containers, has been the development of fibre cans for liquid packing; improved methods in the label treatment on bottles, such as fused lettering and silhouette treatment applied directly to glass surfaces; vacuum packing in glass. Among the collapsible metal tubes, at least two "captive" closures made their appearance, and embossed tubes were first placed on the market.

In the closure group, several new decorated metal caps were perfected as were certain various modifications of hidden thread metal caps. Pressed paper caps for application on food product jars were given a generous acceptance.

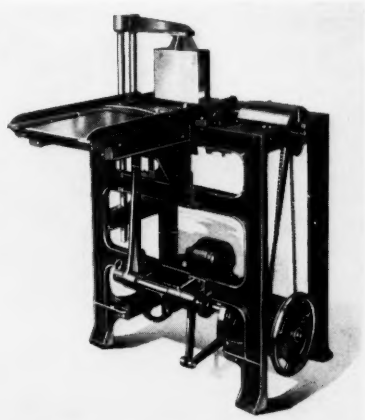
In wrappings, the more extended use of transparent cellulose, plain and printed, was evident, particularly in certain industries such as baking. Improvements in roll printing were marked, the added consumption of this type being aided measurably by the wider acceptance of photo-electric cell registration in automatic wrapping. New types of bags, paper and transparent cellulose were developed and have gained popular acceptance.

The dates April 7 and Dec. 5, marking the legality of 3.2 per cent beer and the repeal of the 18th Amendment, respectively, unquestionably were responsible for an impetus to packaging, and it is certain that the brewing and liquor interests will continue to pay increasing attention to the packages and packaging methods needed for their products. New closures, new designs in bottles and labels are evident in quantity in this rejuvenated field which gives promise, under the changed system of distribution, of becoming one of the largest clients of the packaging industry. One of the most notable developments has been the increasing utilization of secondary seal caps which incorporate brand protective features. Cartons and shipping containers have also come in for their share of attention, and in these the improvements have been many, both as to the designs included as well as in structural features.

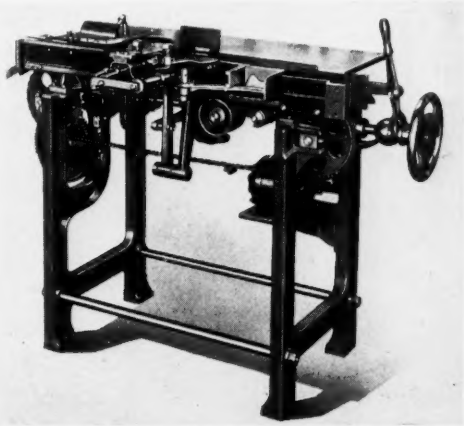
In machinery, both semi-automatic and automatic equipment showed improvements which continued along lines of greater speeds, versatility and, to some degree, convertibility. The trend toward straight-line production units was more marked than in pre-

CARTONS JUST AREN'T SET-UP BY HAND»»»»»»»

Not in these days anyway when production costs are the first and chief consideration and not when these two Peters Machines are available to do the job.



The Peters Junior Forming and Lining Machine on the left and the Peters Junior Folding and Closing Machine on the right each have a capacity of 35 to 40 cartons per minute, a speed that ordinarily would require the work of four hand operators. There's real profit in these machines. They pay for themselves quickly. Investigate their possibilities in your plant. Avail yourself of our Engineering Service without obligation or expense.



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44 in. Seybold Automatic Electric Spacing Cutter

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Address Box 22, care of Modern Packaging, giving full particulars regarding machines you offer—age, condition, serial number and price wanted.

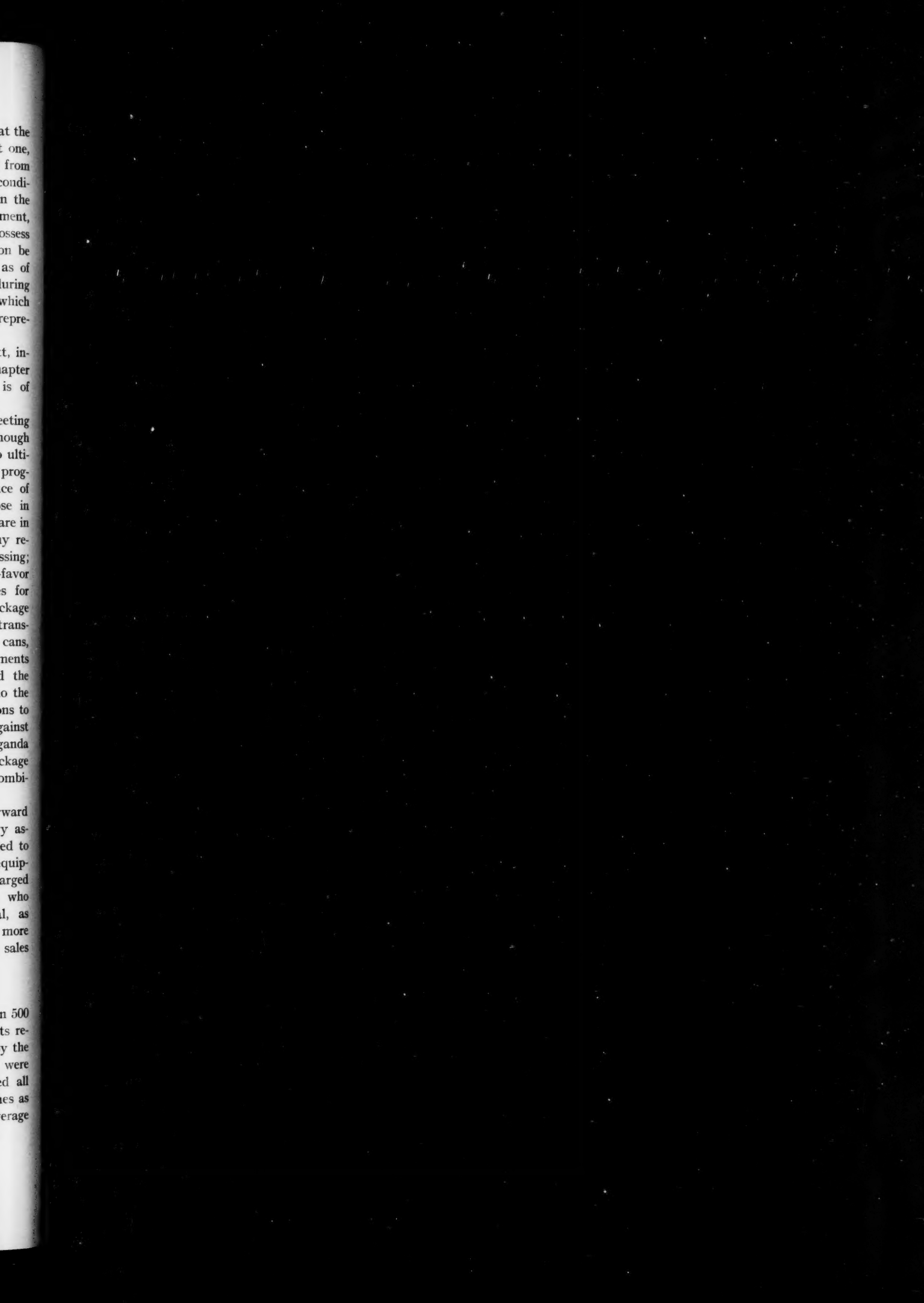
vious years. As a prediction, it may be stated that the future for packaging machinery appears a bright one, for while the past year has not been uneventful from the standpoint of sales, due to general business conditions, there has been a tendency to hold back on the purchase of the new and more efficient equipment, with the logical result that many plants now possess ancient and obsolete machinery which must soon be replaced. One event that should be recorded, as of salutory effect to packaging, was the formation, during the year, of the Packaging Machinery Institute which is now incorporated and includes a substantial representation of the machinery manufacturers.

In conclusion, a statement by Waldon Fawcett, included in the 1934 PACKAGING CATALOG in his chapter "The Year's Progress in Package Privilege," is of interest.

"An annual inventory must take at least fleeting account of the contemporary trends, which, although imperfectly defined in some instances, bid fair to ultimately influence the course and pace of package progress. On this basis we have to take cognizance of latter day manifestations as follows: The lapse in popularity of 5-cent and 10-cent packages, that are in competition with standard sizes; the noteworthy revival of direct-selling or house-to-house canvassing; the turn to display containers because of the ill-favor which has come upon "free deals," allowances for "window space," etc.; the latest additions to package mediums as exemplified by the cellulose-base transparent containers and transparent-topped tin cans, etc.; the effect of recent commodity price movements on private branding or proxy packaging; and the double boost to "combination" packaging, due to the U. S. Court decision holding package combinations to be unbreakable by retailers, and to the agitation against premiums—the latter being a form of propaganda which has not extended to the tie-up of a staple package to a service-adjunct or accessory offered in the "combination" at bare cost."

Manifestly the packaging industry can look forward to the new tomorrow with confidence and every assurance that the efforts of past years are destined to receive even greater rewards. The suppliers of equipment, materials and service may look for enlarged markets for their endeavors; manufacturers who package their products have at their disposal, as exemplified in the successful package of today, a more effective means for maintaining and increasing sales than ever before.

"A RECENT study of the tightness of caps on 500 different jars and bottles of food products revealed that 96 of them could not be unscrewed by the hand of the average housewife. Of the 96, 56 were removed with a wrench but the other 40 defied all efforts. One was found to require nearly six times as much twisting force as can be exerted by the average woman."—From a recent issue of *Colliers*.





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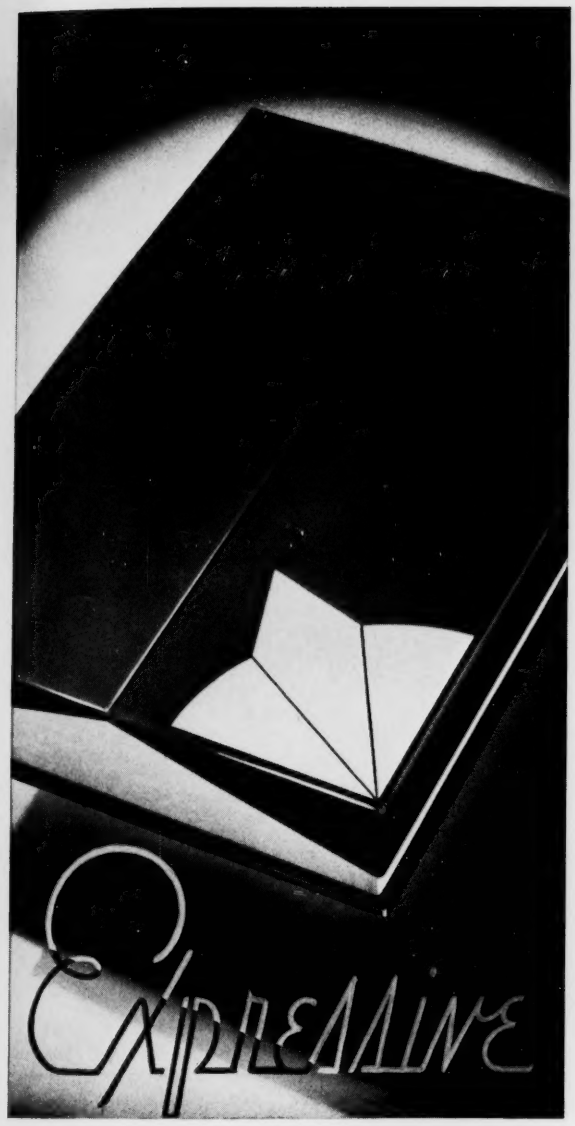
have attained far-reaching renown. All select and exacting users and designers in NORTH and SOUTH AMERICA, EUROPE, ASIA and AFRICA have, during these many years, acclaimed

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Ask For Our 1934 Catalog Containing New and Exquisite Colors



ORIGINATING new types, unusual shapes, harmonious colors, in packages of the highest order are the accomplishments for which "HATCH of LOWELL" has always been noted.

You can discern a "Hatch designed" package because it possesses that intangible something that spells "Expressive!" Let us in on *your* packaging problems.

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LOWELL
MASSACHUSETTS



HERE IS A CASE

that does more than just package the product.

IT ACTUALLY SELLS IT!!

Who could resist the sales appeal in that lustrous black Bakelite Molded Case with its gold dial and clean, white numerals? No wonder Westclox Handbag Watches sell like hot-cakes.

Any product sells better if it is beautiful as well as useful.

Perhaps **your** product can be made more salable through the use of Plastic Molded Parts. Why not consult our Merchandising and Design Department.

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INDEX OF ADVERTISERS

ACME STEEL CO. 20
ALUMINUM CO. OF AMERICA 27
AMERICAN CAN CO. 10–11
AMERICAN MARKETING & MANAGEMENT SERVICE 39
AMERICAN RECORD CORP. 142
AMSCO PACKAGING MACHINERY, INC. 123
ANCHOR CAP & CLOSURE CORP. 45
ARABOL MANUFACTURING CO., THE 40
ARTCOTE PAPERS, INC . . . . . Insert 32–33
AUBURN BUTTON WORKS, INC. 16

BAKELITE CORP. 22
BINGHAM BROS. CO. 140
BOSTITCH SALES CO. 54
BRIDGEPORT BAG & JEWELRY CASE CO. 138
BROOKS & PORTER, INC. . . . . Inside Front Cover

CAMEO DIE CUTTING & ENGRAVING CO. 53
CELLULOID CORP. 121
CHAMBON CORPORATION 55
CHICAGO CARTON CO. 127
CHICAGO MOLDED PRODUCTS CORP. 149
CLEVELAND CONTAINER CO. 146
COLTON CO., ARTHUR 24
CONSOLIDATED FRUIT JAR CO. 137
CONSOLIDATED PACKAGING MACHINERY CO. 8
CONTAINER CORP. OF AMERICA. 23
CONTINENTAL CAN CO. 94–95
CONTINENTAL PAPER & BAG CORP. . . . . Insert 48–49
CROSS PAPER PRODUCTS CORP. 145
CROWN CORK & SEAL CO. 17
CURTISS AEROCAR CO., INC. 30

DEJONGE & CO., LOUIS . . . . . Insert 4–5
DENNISON MANUFACTURING CO. 91
DEWEY & ALMY CHEMICAL CO. 42
DEXTER FOLDER CO. 36
DOBECKMUN COMPANY, THE 33
DOMINION PAPER BOX CO., LTD. 26
DURA-COLORS, INC. 144

EINSON-FREEMAN CO., INC.. 18–19

FERGUSON CO., J. L. 12

GAIR CO., INC., ROBERT 47
GENERAL PLASTICS, INC. . . . . Inside Back Cover

HAMPDEN GLAZED PAPER & CARD CO. . . . . Insert 24–25
HATCH CO., C. F. 149
HEEKIN CAN CO. 103
HYDE, A. L. 32
HYGIENIC TUBE & CONTAINER CO. 141

IDEAL STITCHER & MANUFACTURING CO. 35
ILLINOIS CARTON & LABEL CO. 7

KALAMAZOO VEGETABLE PARCHMENT CO. 4
KELLER-DORIAN PAPER CO., INC. . . . . Insert 16–17
KIEFER MACHINE CO., KARL 34
KIMBERLY-CLARK CORP. 113
KITTREDGE & CO., R. J. . . . . Insert 100–101
KNOWLTON CO., M. D. 107
KRAUSE, INC., RICHARD M.. 13

LEWIS, BENJAMIN 43
LOWE PAPER CO. 41
LUSTEROID CONTAINER CO., INC. 136

MASON & SONS, F. E. 49
METAL PACKAGE CORP. 31
MICHIGAN LITHOGRAPHING CO. 14
MIDDLESEX PRODUCTS CO. . . . . Insert 144–145
MILLER WRAPPING & SEALING MACHINE CO. 135
MILPRINT PRODUCTS CORP. 125

NASHUA GUMMED & COATED PAPER CO.. . . . . Insert 8–9
NATIONAL METAL EDGE BOX CO. 21
NATIONAL PACKAGING MACHINERY CO. 119
NEW ENGLAND COLLAPSIBLE TUBE CO., THE 6

ORNAMENTAL WOOD PACKAGING CO. 46
OTTAWA RIVER PAPER CO., THE 151
OWENS-ILLINOIS GLASS CO. . . . . Center Spread of Special 16 page Color Insert
OXFORD PAPER CO. 101

PACKAGE MACHINERY CO. 115
PEERLESS TUBE CO. 152
PETERS MACHINERY CO. 147
PHOENIX METAL CAP CO. 1
PICCADILLY HOTEL 137
PILLIOD CABINET CO. 15
PIONEER PAPER STOCK CO. 9
PNEUMATIC SCALE CORP., LTD. 5

REDINGTON CO., F. B. 3
RESINOX CORP. 25
REYNOLDS METALS CO., INC. . . . . Insert 136–137
RICHARDSON-TAYLOR-GLOBE CORP. 52
RIEGEL PAPER CO. 97
RITCHIE & CO., W. C. 56
ROYAL & CO., THOMAS M. 51

SARANAC BAG SEALERS, INC. 117
SEFTON NATIONAL FIBRE CAN CO. 44
SHELLMAR PRODUCTS CO. 105
STANDARD-KNAPP CORP. 50
STANDARD SPECIALTY & TUBE CO. 109
STANLEY MFG. CO., THE 129
STOKES MACHINE CO., F. J.. 37
STOKES & SMITH CO. 93
SUTHERLAND PAPER CO. 28–29
SYLVANIA INDUSTRIAL CORP. . . . . Insert 40–41

TOLEDO SYNTHETIC PRODUCTS, INC. . . . . Back Cover

UNION BAG & PAPER CORP. 137
UNION PASTE CO. 143
UNION STEEL PRODUCTS CO. 139
U. S. BOTTLERS MACHINERY CO., INC. 38

VOSS CORP., KARL, DIV. SHOUP-OWENS, INC. 131

WHEELING STAMPING CO. 148
WILLIAMS & CO., INC., CHAS. W.. . . . . Insert 52–53

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ORPCO DISPLAY STANDS REALLY STIMULATE SALES. Some of the countries largest merchandisers have proven that for us.



Sturdy and attractive, these inexpensive stands can be made to give you any effect you want and in any colors. They can combine the advantages of a jumbo reproduction of your package and a real merchandising display stand.

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Gold Dust Corporation
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Procter & Gamble Company
Standard Brands Inc.
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the natural choice *is a* PEERLESS TUBE

Typical of Peerless food product packages is this red, white and black tube for Sapco Brand Imported Anchovy Paste. Its glistening, "sanitary" appearance attracts the buyer's eye, assures her of the superior qualities of the contents within.

But more—the uniform perfection of Peerless construction makes certain that the product will continue to find protection until the last portion has been used. It is because such protection is supremely important in food product merchandising that the natural choice of wise manufacturers is a Peerless—"perfect"—tube.

PEERLESS TUBES PRESERVE AND OUTLAST THEIR CONTENTS

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McKESSON'S NEW DUREZ-CAPPED SHAVING SET

Made for men—and it looks it!

What a relief to find at least one drug store product that stands up and shouts "for men only"! There's no feminine fussiness about these packages. Strong colors, simple design, minimum amount of lettering and husky Durez closures combine to make a package that will stand out on any counter. The big, easy-to-get-hold-of closures make many a shave more pleasant, for they come off and go on with a mere flick of the fingers. McKesson specified Durez because they know, from experience, that Durez will not affect toilet waters and creams or be affected by them. Perhaps you've noticed . . . when chemists help select a closure material, Durez is the material selected! If you're planning a new package—or a new product—we'd be glad to show you the many advantages in using the modern molding compound. Write to General Plastics, Inc., 302 Walck Road, Tonawanda, N. Y.

DUREZ
THE MODERN
MOLDING COMPOUND



Clean, neat lines for this molded cream jar. And because the molding material is Durez, the jar won't swell, dull or crack; the lid fits snugly, unscrews easily.



Two interesting-looking perfume bottles, with continuous-thread molded Durez caps. One carries out the shape of the bottle, the other combines the pleasing geometric forms of sphere and cylinder.

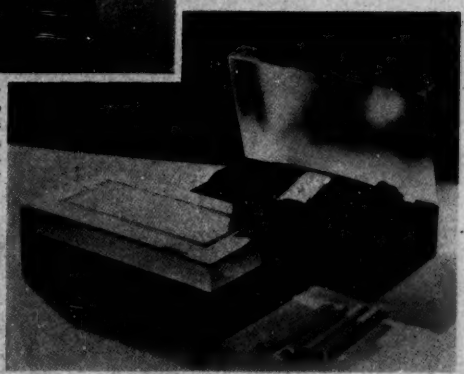




Clark Bros. tried glass and metal for this coin tray and then switched to Durez. For, made of Durez, it has a glossy lustre and won't cloud or dull, a scratch-resistant surface, and is light in weight and easy to ship. It can be molded in one simple operation.

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A Durez package with an after-life. This belt box becomes a good-looking cigarette box when the belt has gone on its way. Its lustre, color, lightness and the way it stands rough handling makes Durez the natural material for this type of package.



● See our exhibit in Booth 118 at the Fourth Packaging Exposition to be held March 13 to March 16 at the Hotel Astor, New York City



Packaged in PLASKON



THE inventor of this tissue dispenser had watched the difficulties which women have with the ordinary, packed in sheets, facial tissue. He designed a simple, inexpensive, attractive holder for the more convenient and more economical tissue roll. Inevitably, he was led to the use of Plaskon as a molded material. The sharp colors of Plaskon proved a definite merchandising advantage. Plaskon's ability to mold to micrometer accuracy fulfilled a rigid requirement of his design. By the use of this, Plaskon dispenser face tissue now has a place on the dressing table—a place that will measurably increase the quantity of tissue used.

Dozens of products on the market today could achieve a faster turnover if re-packaged in molded Plaskon containers—for greater attractiveness, for greater convenience in use. Your molder will gladly show you samples and give you any additional information that you may desire. The services of our technical and designing staff are also at your disposal.

Toledo Synthetic Products, Inc., Toledo, Ohio.

